

**1760 WOMEN HELPED CREATE WARDS**

# *1940 Wallpapers*







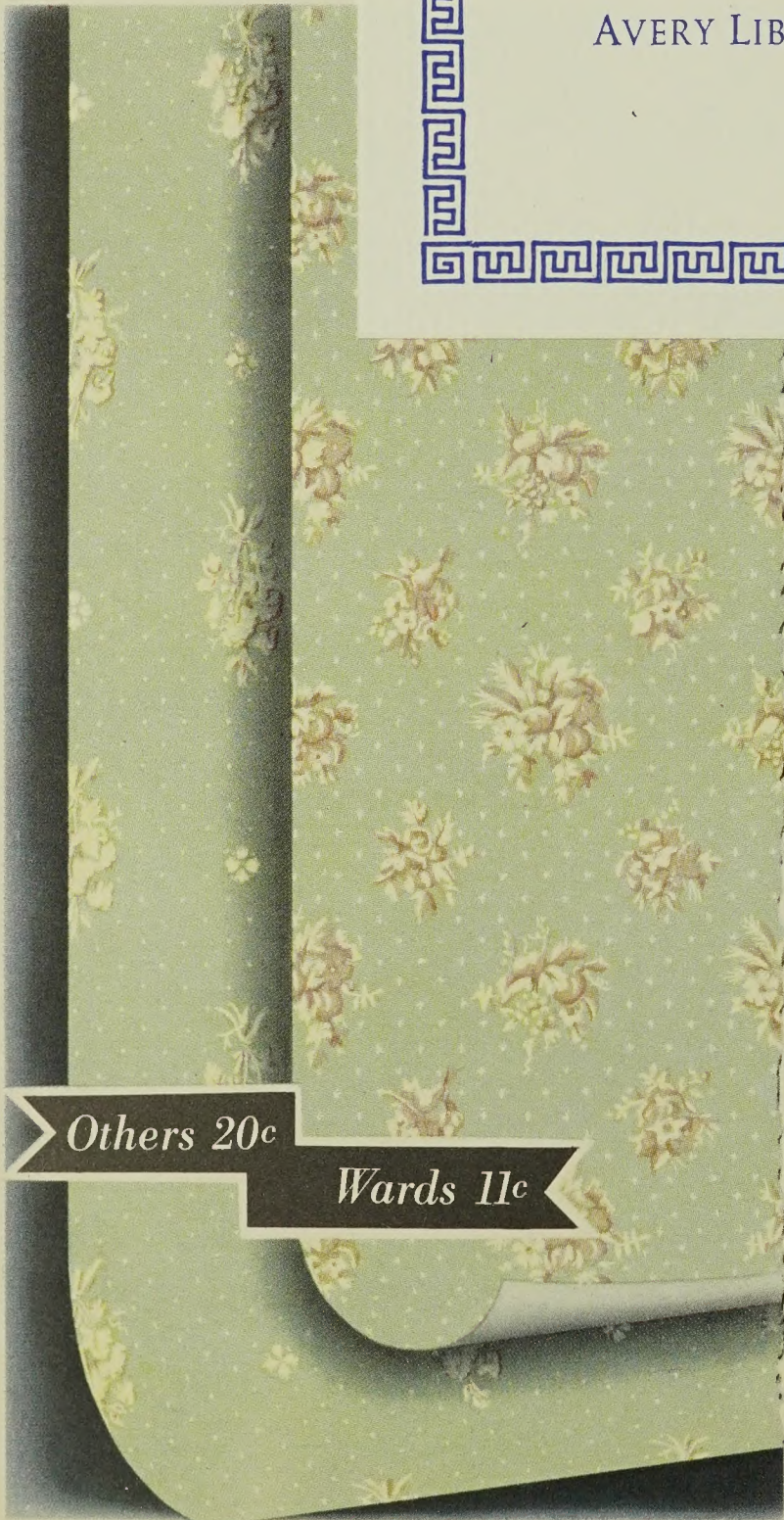
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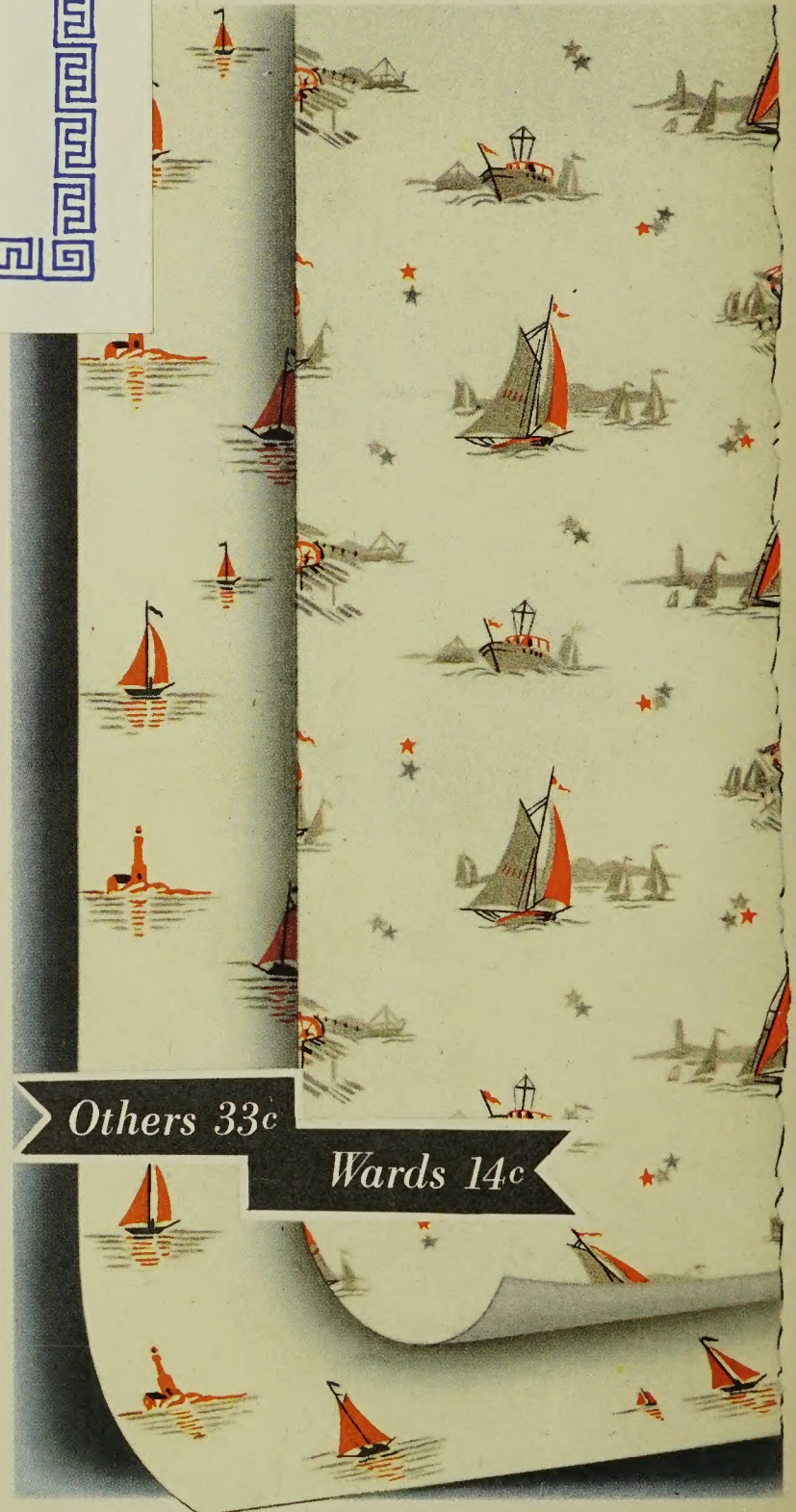
Save \$2.71 A Room

Mrs. H. K. M. wanted this gay ship pattern for the room of her "boat-minded" son. When we told her our price was only 14c a single roll; that locally, a similar pattern of the exact quality was selling at 33c a single roll, she realized that by buying at Wards, she could save enough to paper her own room, too.



Others 20c

Wards 11c



Others 33c

Wards 14c



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# Here are the Savings Women ask for

We realized that to design papers for your home, we must know your taste. Our first step was to conduct a wallpaper Survey, interviewing 1760 women.

Members of our Research Staff went into their homes with a 300-pattern sample book. From it, women selected papers in favorite colors and designs—told why they liked them.

To make doubly sure of these ideas, we talked to thousands of wallpaper customers in our Order Offices and Retail Stores. Then, at last, we had a cross-section of taste—we knew what you wanted. These interviews told us there are wallpaper “wants” about which all women agree.

All women want Savings; Quality that gives dependable service; papers harmonizing in Color and Design with each other and with furnishings.

We took these ideas to the best designers and colorists in America. The result is Wards 1940 Wallpapers—you'll find you like them better than any you've seen. Why? Because women like you—with the same types of homes—helped create them.

On these first seven pages, you'll see how their ideas on Price, Quality, Color and Design have been used.

Since many thought SAVINGS all-important, we priced our papers low—yet still offer the quality, the smart styling, of papers selling up to 90c more a roll elsewhere. On these two pages are three outstanding new papers—examples of Savings offered throughout this book.

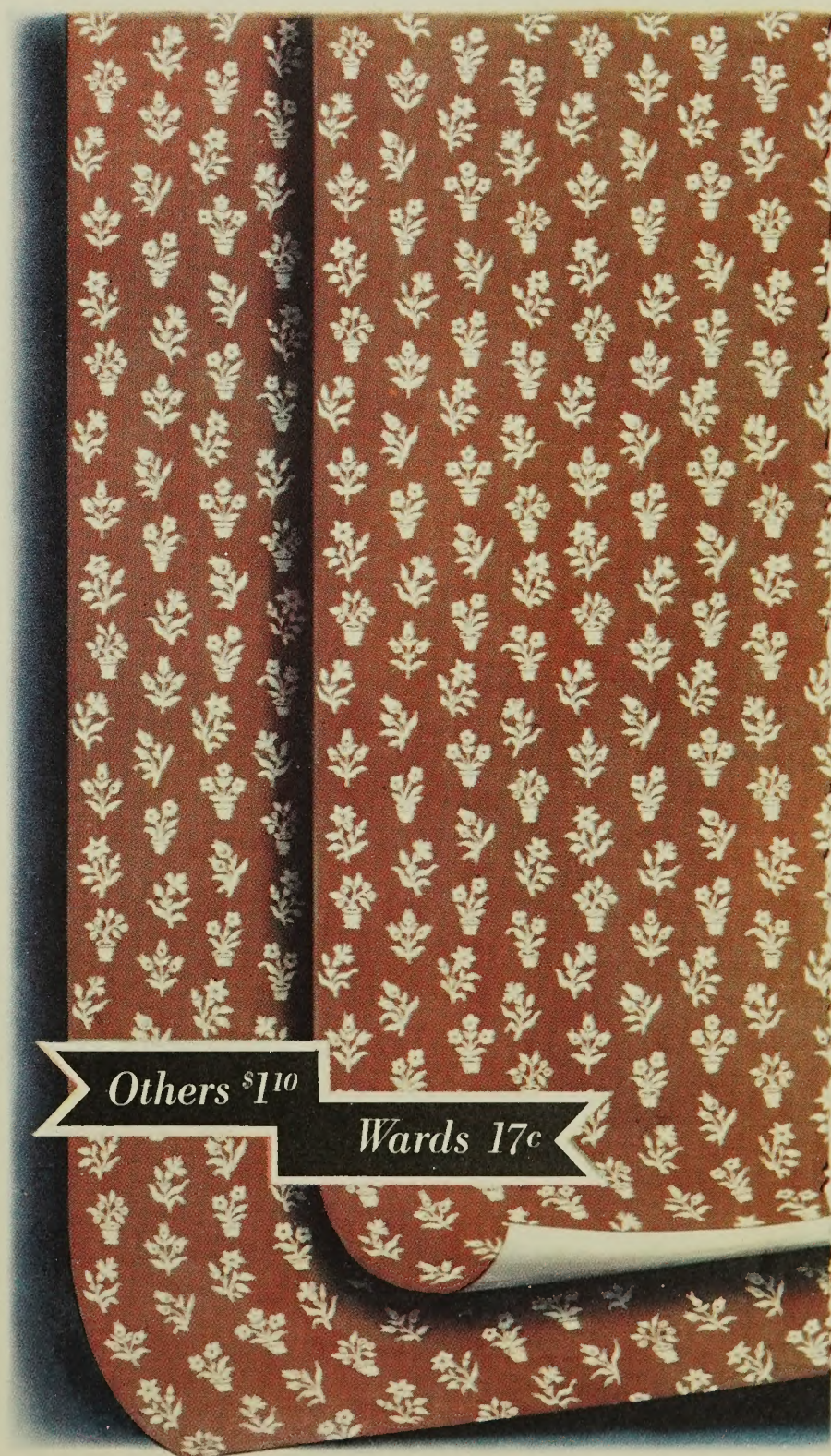
CLASSICS  
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1940

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## Save \$9.98 A Room

Mrs. W. S. C. had just papered her living room with the French imported original of this smart rose-rust paper. She paid \$1.10 a single roll for it. She was amazed to discover that our copy of the import—improved by being made washable—almost identical in design—sells at the extremely low price of 17c a single roll.



Others \$1<sup>10</sup>

Wards 17c





### "I Chose Good Quality"

Says Mrs. B. C. "We rent our home and decorate at our own expense. Since there is always the possibility of moving—we paper as frequently and economically as possible."

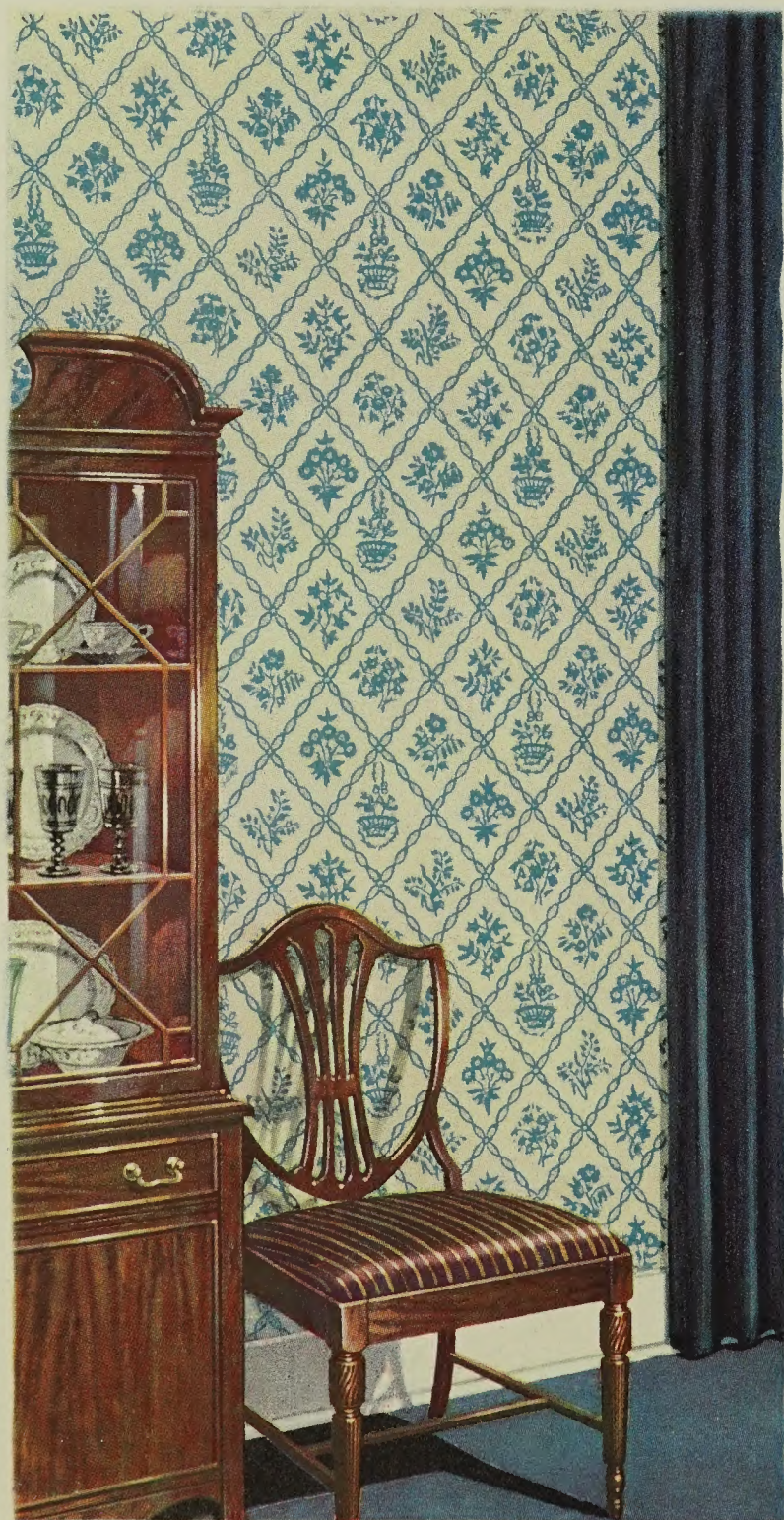
- Papers Selling from 6c to 11c
- Standard 9-ounce Paper Stock
- Fully Fadeproof Papers
- Convenient Trim-Easy Edge



### "I Chose Better Quality"

Says Mrs. F. K. P. "We hang our own paper, and find paste and smudges may be wiped off WASHABLE paper."

- Papers Selling for 14c
- Heavy 10-ounce Paper Stock
- Fully Fadeproof Papers
- Convenient Trim-Easy Edge
- Practical Washable Papers
- Meets Gov't. Specifications





# Here are 3 Qualities to choose from

We asked 1760 women in our wallpaper Survey, "What Quality Features Do You Want?". Here's how they voted:

- 31% wanted Fadeproof paper
- 44% wanted Fadeproof, Washable paper
- 25% wanted Fadeproof, Washable paper that is Embossed or Calendered

To satisfy all women, we fitted our papers into these classifications—called them GOOD, BETTER, BEST Qualities.



## FADEPROOF

A sample of all Wards Fadeproof papers is exposed to glaring light in our Laboratory for a period equal to 3 years on your walls. Prove it—expose a piece of Fadeproof paper to strong sunlight. Its colors won't dim, fade or alter in any way.



## WASHABLE

A sample of all washable papers you receive from Wards is tested for washability in our Laboratory. Test it—rub a wet cloth over a sample of Washable and also of non-washable paper. The colors of the washable papers will not smear or run.

## TRIM-EASY EDGE

The Trim-Easy Edge makes trimming Wards papers much simpler. Apply wallpaper paste to paper, then fold, crease and tear off the selvage. Trim-Easy Edge saves time, and assures a straight edge on the paper.



## EMBOSSING AND CALENDERING

These features are a matter of taste. Some prefer the rough "textured" look of embossed papers. Some prefer smooth calendered papers with their rich coloring. Both require use of fine quality, extra heavy paper.



## "I Chose Best Quality"

Says Mrs. L. M. W. "The Best is more economical because it wears longer."

- Papers Selling from 17c to 27c
- Extra-heavy 12 to 20-oz. Paper Stock
- Fully Fadeproof Papers
- Convenient Trim-Easy Edge
- Practical Washable Papers
- Calendered or Embossed Papers
- Exceeds Gov't. Specifications

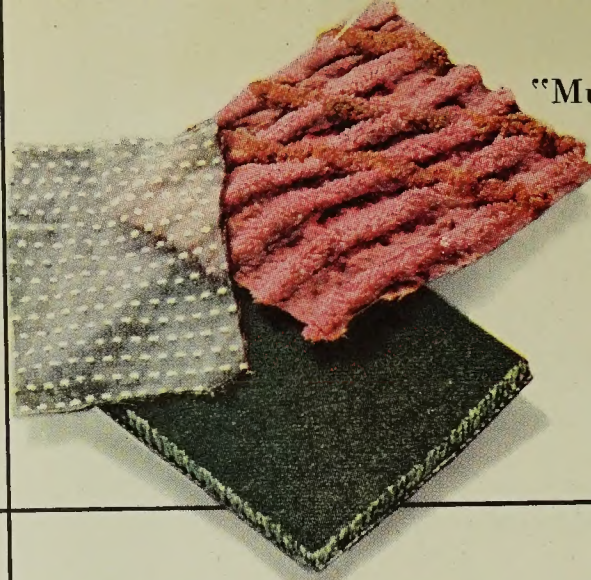






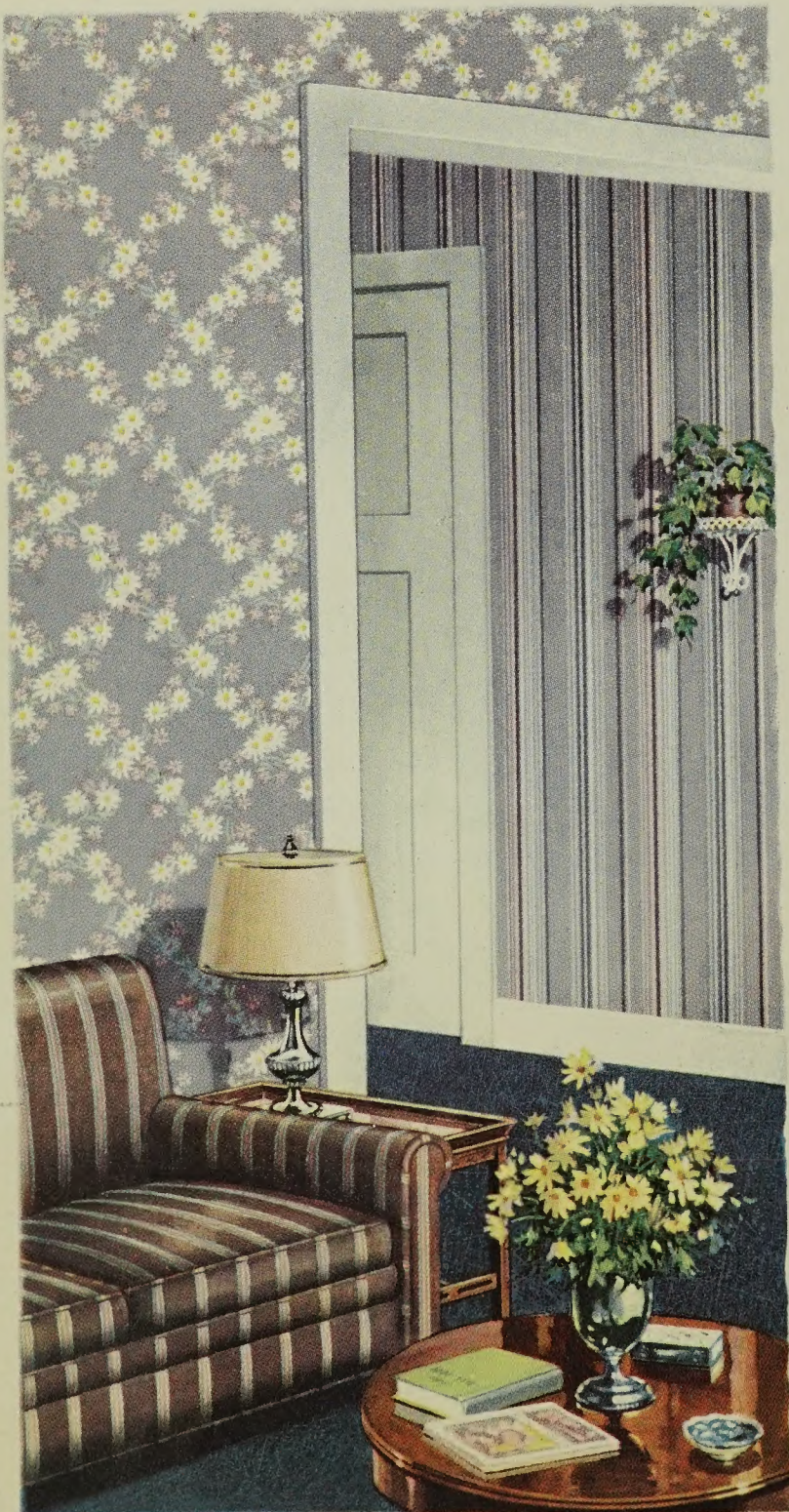
### "One-Color" Scheme

This adjoining living room-hall scheme features companion papers in the same soft blue. Contrast is provided by rose accent notes in paper and draperies; cocoa in the upholstery; deep harmonizing blue in the rug. The floral diagonal pattern in the living room finds its perfect complement in a striped hall paper.



### "Multi-Color" Scheme

Green, an accent note in the chintz paper, is repeated in the companion hall paper, dressing table-skirt and rug. Other accent notes are rose in a chenille bedspread; white, in point d'esprit curtains. The geometric design and the scattered floral pattern are in perfect harmony.





# How to use Color and Design

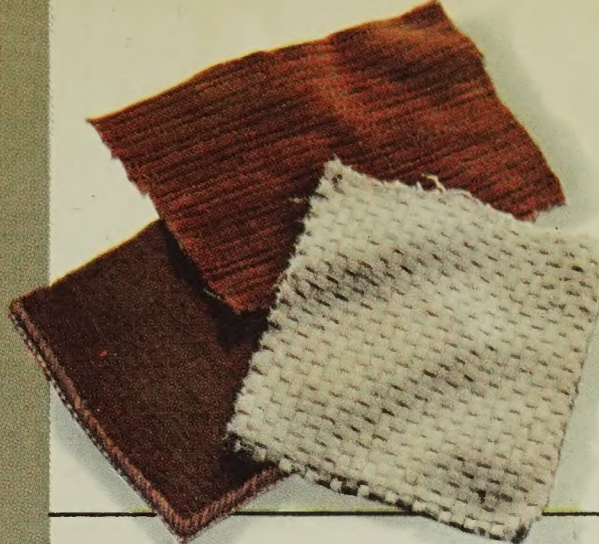
Our Survey in 1760 homes showed that American Women have excellent decorating taste. These women gave color and design preferences—enabled us to create papers for all needs.

You can create any effect you wish with color—make your home gay, elegant; smaller or larger. Cool shades of Blue, Green or Gray give space to a small room. Warm Pinks, Yellows and Browns make a large room cozy. Keep color schemes simple—a room in good taste has two predominating colors with accents of one or two others.

Wards show 5 basic colors: Blue, Green, Beige, Cocoa and Rose. You can mix or match them in everything from draperies to paint. (See Interior Decorating page in Spring-Summer Catalog.) Many of our papers (marked\*) are in these colors.

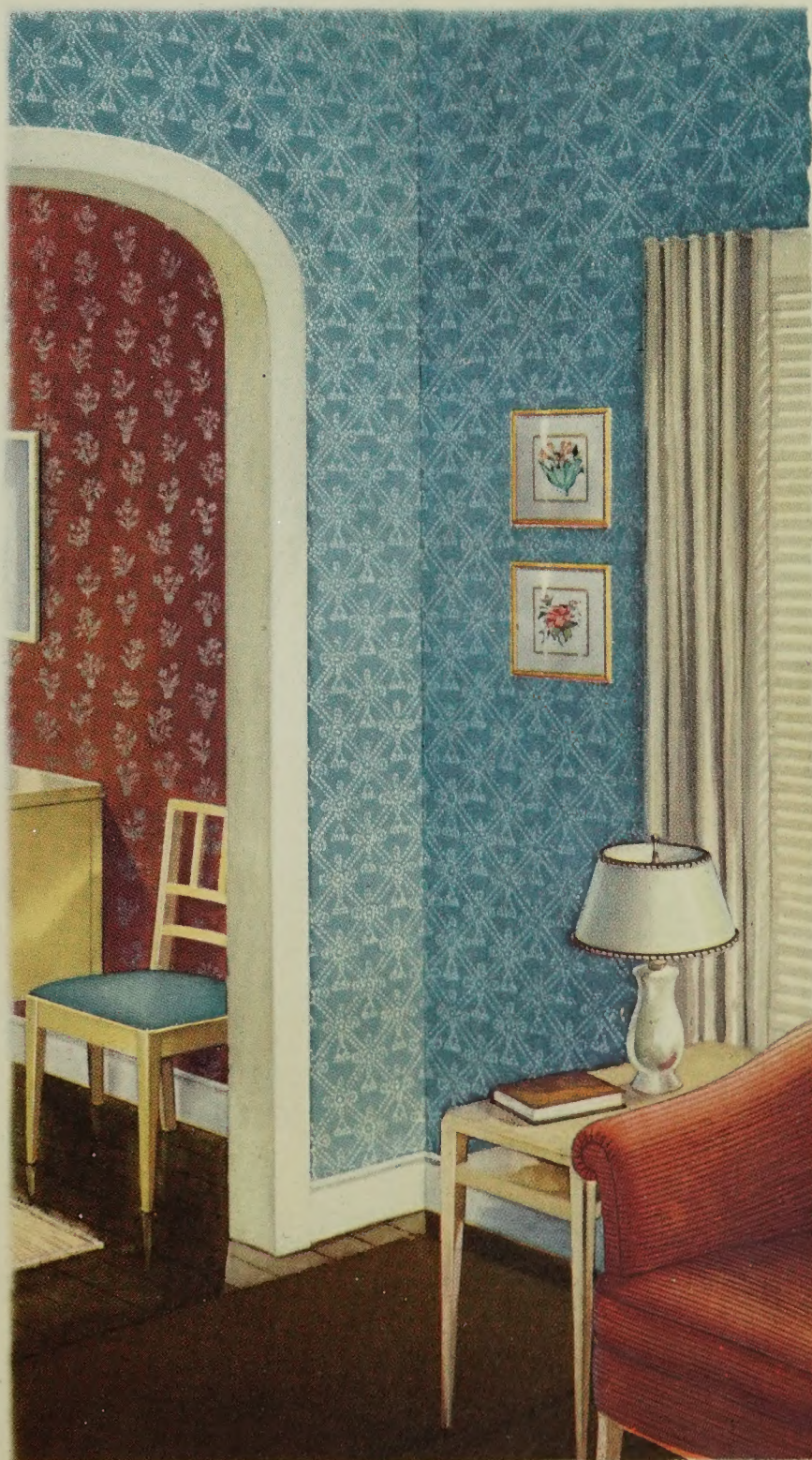
Though colors harmonize, if designs clash—the effect is lost. Plaids, stripes and diagonals harmonize with any pattern. All-over florals are good with small geometric designs. Tiny patterns add space to small rooms. Splashy patterns make large rooms smaller. Stripes add height to a low-ceilinged room.

Companion papers, harmonizing in color and design, make it easy to create an “ensemble” of adjoining rooms. On these two pages are three harmonized room schemes featuring companion papers. Make your own rooms as attractive—just combine your good taste with the companion papers in this book.



## “Two-Color” Scheme

A smart adjoining living room and dining room are papered in two perfectly harmonized contrasting shades. Draperies and woodwork repeated white accents in both papers. Shades of the rose-rust wallpaper appear in sofa-upholstery and rug. A diagonal pattern in the living room goes nicely with the tiny floral pattern.





# As Little as \$2 a Month Papers Every Room in Your Home

Why wait to redecorate? Do it now . . . use our Time Payment Plan . . . enjoy your paper while you pay for it. Paper all your rooms—save time and money. As little as \$2.00 down, \$2.00 a month papers the average size house.

To use our Time Payment Plan, orders must total \$10 or more. Why not include with your wallpaper order, other room furnishings you have wanted . . . in fact any merchandise Wards sell may be included in your order.

Any family with a regular income, will find this a practical way to buy. Set aside a convenient amount each month—you may enjoy many new luxuries. This sensible use of credit is approved by bankers and businessmen. To buy on Time Payments, write order on order blank, fill in and sign application form on back, and enclose down payment.

TABLE OF TERMS

If Cash Price Amounts to	Down Payment Is	Monthly Payment Is
\$ 10.00 - 15.00	\$2.00	\$2.00
15.01 - 17.50	2.50	
17.51 - 20.00	2.50	3.00
20.01 - 23.00	3.00	
23.01 - 28.00	3.00	4.00
28.01 - 30.00	3.00	
30.01 - 40.00	4.00	5.00
40.01 - 55.00	5.00	
55.01 - 60.00	5.00	6.00
60.01 - 66.00	6.00	

Carrying charge is 10% of the unpaid balance

EXAMPLE: If Cash Price of order is \$22.50, the Down Payment is \$3 and Monthly Payments are \$3. The carrying charge is 10% of the Unpaid Balance remaining after the Down Payment (10% of \$19.50 or \$1.95) making a Total Balance Due of \$21.45, payable in seven monthly payments of \$3 each and 45c the eighth month. (Minimum carrying charge, \$1.00.)

NOTICE: It will be our policy to maintain the prices shown in this catalog until a new catalog is issued, but we reserve the right to make such price adjustments as may be required by unusual and extraordinary changes in the market, and the right to refuse any order for excessive quantities.

## GUARANTEE...

All paper we sell must first pass the most rigid inspections for quality. Every color must be true . . . every design must be perfect . . . every yard of paper must meet the highest standards. Pin up several full length strips—if you are not fully satisfied with the wallpaper you receive, you may return it at our expense. We will either exchange it for what you want or refund all you paid including transportation charges paid by you.



### Borders, the Finishing Touch

Every Ward paper has a border specially designed to match. Popular because of their many decorative possibilities, Borders are used not only at the ceiling, but are effective around door and window openings, or as shelf trim in the kitchen.



### Save Money . . . Hang It Yourself

It's easy to hang Wards new Wallpaper with the convenient Trim-Easy Edge. You can quickly get a professional looking job, even if you've never hung paper. BEST QUALITY is easiest to hang—it's heavier (12 to 18-oz. paper stock) and so, easier to handle. See Page 85 for Wallpaper Hanging Supplies. If you want "How to Hang Paper" instructions—note this on order blank when ordering wallpaper.



### Have You Seen the Large Sample Book in Our Retail Stores and Order Offices?

If you live near a Ward Order Office or Retail Store, you may find it more convenient to shop from our new, large 16 by 18-inch Wallpaper Sample Book. You may sit down—examine at leisure over 200 smart patterns in a variety of colors and designs. You'll surely find papers you like.







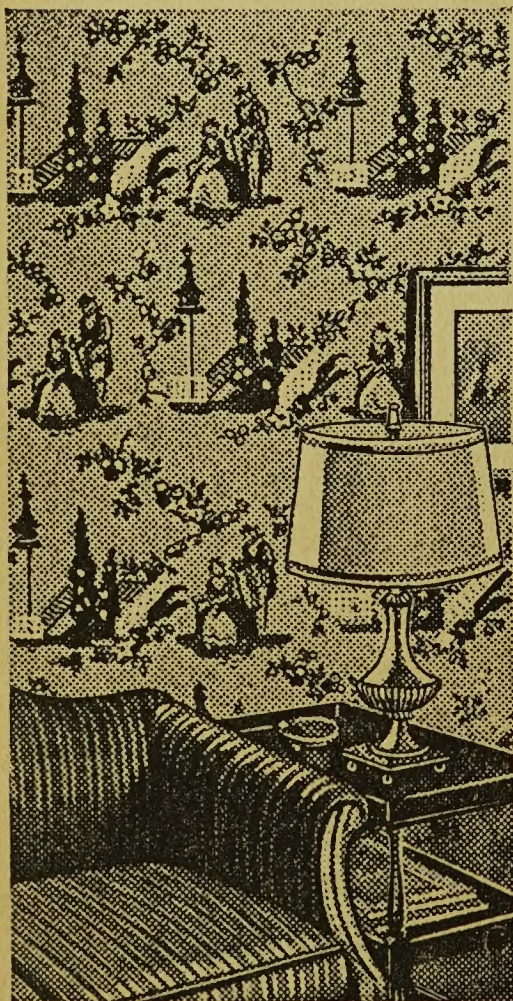
A DECORATIVE 18th CENTURY SCENIC

# Has Charm and Interest

## 27c

A SINGLE ROLL

This pattern is sold only in double rolls,  
16 yards long, 18 inches wide.



*Best Quality*

★ FADEPROOF    ★ WASHABLE    ★ CALENDERED  
★ TRIM-EASY EDGE    ★ EXTRA HEAVY PAPER

A handsome new scenic paper that recalls the elegance of a day when bewigged gentlemen and their ladies strolled through formal gardens. In the newest combination of colors, blue-green and gray, it is a paper that gives rooms the dignity, the repose of an 18th Century drawing room. The large pattern seems to reduce the size of a large room. Especially nice in a hall, this paper makes it less bare, and gives an interesting "first impression" of your home. You can also use this with great effect in a dining room, living room—even in a sun room. Draperies and rugs in a rich shade of red are stunning with it. For a companion paper, see 576 D 1054 on Page 15, or 576 D 1059 on Page 17.

576 D 1066—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds . . . 54c

576 D 4066—BORDER TO MATCH. 2 inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . . 6c

576 D 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt. 2 lbs. 8 oz . . . . . 40c

*The Cost of an Average 10 by 12-Foot Room is \$4.46 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1066



STRIPES HARMONIZE WITH ALL DESIGNS,

# Give Rooms Added Height

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FRENCH gray-blue and shades of pink, is the color theme of an exquisite model home on display in a well-known department store. Each room harmonized in color with its neighbor, yet each with a personality all its own. To help you achieve this charming effect in your home, we had two lovely companion papers (this and facing paper) designed in the same gray-blue and dusty pink. Not only do they harmonize in color, but also in design. The smart stripe is a perfect companion to the floral—and to any other pattern either in wallpaper, drapes or upholstery. Use the stripe in any room—the floral in an adjoining room. In a low ceilinged room vertical stripes add height. In a high-ceilinged room use the stripe horizontally to lower the ceiling. A combination that will give your walls beauty and charm.

576 D 1060—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight, 2 pounds . . . . . **40c**

576 D 4060—BORDER TO MATCH.  $2\frac{3}{8}$  inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . . . . **6c**

576 D 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt. 2 pounds, 8 ounces . . . **40c**

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

## 20c

A SINGLE ROLL

*Best Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ CALENDERED
- ★ TRIM-EASY EDGE
- ★ EXTRA HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$3.76 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1060











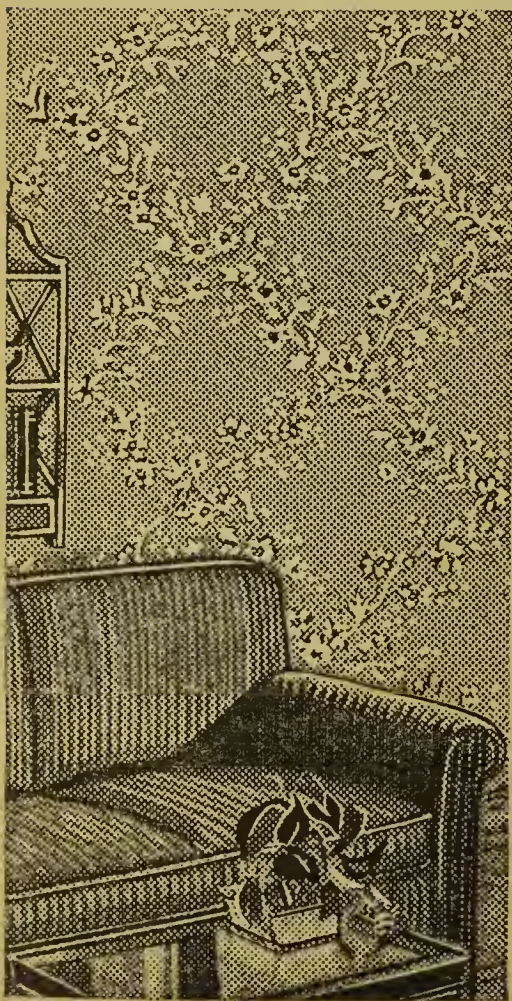
TO KEEP ADJOINING ROOMS HARMONIOUS

# Choose a Companion Paper

## 20c

A SINGLE ROLL

This pattern is sold only in double rolls,  
16 yards long, 18 inches wide.



*Best Quality*

★FADEPROOF

★WASHABLE

★CALENDERED

★TRIM-EASY EDGE

★EXTRA HEAVY PAPER

A graceful floral pattern, mate to the stripe pattern facing it, completes this loveliest of companion paper duos. It repeats the same gray-blue and dusty pink, with accents of green, yellow and white for contrast. Blue, of all colors, is the coolest, the most restful to live with. And, it has the magical effect of making a room larger. Designed so adjoining rooms may live in harmony, these papers are so lovely together, you'll want them both. And, you can have both—you can paper two rooms at the price you'd expect to pay for one. \*Blue. Colors marked \* match or harmonize with all starred colors. See Interior Decorating Page in Wards new Spring and Summer Catalog for explanation.

576 D 1061 — SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight, 2 pounds . . . **40c**

576 D 4061 — BORDER TO MATCH. 2¼ inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . . . . **6c**

576 D 612 — WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 pounds 8 oz. . . . . **40c**

*The Cost of an Average 10 by 12 Foot Room is \$3.76 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1061







LUXURIOUS AND DECORATIVE—THIS

# Adds a Note of Elegance

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27c

A SINGLE ROLL

*Best Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ EMBOSSSED
- ★ EXTRA HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$5.00 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

AN UNUSUALLY decorative paper that cleverly combines the new with the old. Quaintly stylized flowers of Swedish modern origin appear side-by-side with an elaborate 18th Century medallion and wreath motif. A paper that is usable with any style furniture. Following the popular trend toward stripes, this paper furnishes a quiet background for any patterns you have in rugs or draperies. Vertical stripes have the additional function of making low-ceilinged rooms seem higher. The delicate shades of ivory and beige harmonize with any color scheme. Its richly luxurious finish recalls the elegance of days when walls were hung with silken damasks. To create an effect of spaciousness, use this throughout your downstairs rooms. For a remarkably small sum, you can give rooms beauty that will last for years.

576 D 1068—SIDEWALL. Triple Roll, 15 yards long, 27½ inches wide. Shipping weight, 3 pounds 8 ounces . . . **81c**

576 D 4068—BORDER TO MATCH. 2¾ inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . . **6c**

576 D 613—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 pounds 8 ounces . **40c**

This pattern is sold only in triple rolls, which are 15 yards long, and 27½ inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No 576D1068







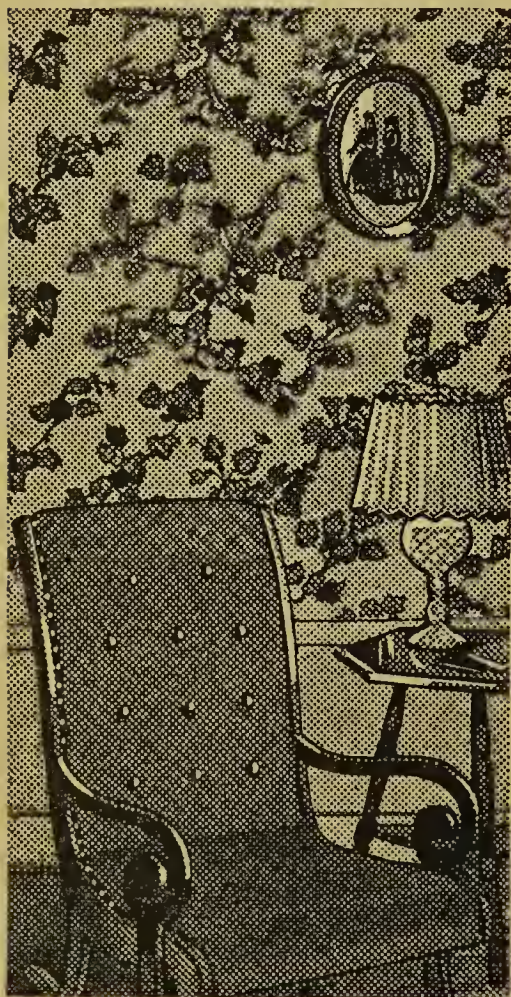
CLIMBING IVY LENDS CRISP FRESHNESS

# To Make Dark Rooms Airy

# 17c

A SINGLE ROLL

This pattern is sold only in double rolls,  
16 yards long, 18 inches wide.



*Best Quality*

★ FADEPROOF    ★ WASHABLE    ★ CALENDERED  
★ TRIM-EASY EDGE    ★ EXTRA HEAVY PAPER

Just as ivy climbing over your house gives it a mellow “lived-in” look, so does this charming ivy pattern make your rooms seem comfortable and friendly. Since the walls give an impression, at first glance, of your whole room—this cheerful paper spells H-O-M-E to anyone who crosses your threshold. So, of course, a fitting place for it is in your hall. The fresh crisp greens in the ivy leaves make the darkest hall seem light and airy. You’ll also find it delightful in the bedroom. And, the quaint pattern, the green coloring lends itself beautifully to the rich tones of maple furniture in an Early American dining room or living room. An attractive companion paper is 576 D 1054 on Page 15.

576 D 1055—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds . . . **34c**

576 D 4055—BORDER TO MATCH. 2¾ inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . . **6c**

576 D 883—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds . . . **34c**

*The Cost of an Average 10 by 12-Foot Room is \$3.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1055







1760 WOMEN VOTED THIS AS THEIR

# 1st Choice of 300 Papers

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## 27c

A SINGLE ROLL

*Best Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSSED
- ★ EXTRA HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$5.00 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

THIS lovely brocade made an amazing record during our Wallpaper Survey. We showed 1760 women a book containing 300 attractive papers. This won their highest favor—first choice. It was also a best seller in Wards 1939 Wallpaper Book for which it was created. At your request we again offer this paper. When you look at it, you will see why it won such distinction. Its style is as good now as it will be in ten years—its charm is as ageless as that of a lovely painting, or a bit of old silver. The neutral coloring makes a pleasing background for any type of furniture—blends with any color scheme. Marks won't show on the feathery allover pattern. And, you'll never tire of its rich, yet quiet tapestry effect. If papering other rooms, No. 576 D 1049 on Page 36, or No. 576 D 1050 on Page 35 are splendid companion papers.

576 D 1067—SIDEWALL. Triple Roll. 15 yards long, 27 ½ inches wide. Shipping weight, 3 lbs. 8 oz. . . . . **81c**

576 D 4067—BORDER TO MATCH. 2 ¾ inches wide. Shipping weight per yard, 1 ounce. Price per yard. . . . . **6c**

576 D 613—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 lbs. 8 oz. . . . . **40c**

This pattern is sold only in triple rolls, which are 15 yards long and 27 ½ inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1067







NEW SHADE, QUAIN T DESIGN—CREATED

# By A French Designer

17c

A SINGLE ROLL

*Best Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ CALENDERED
- ★ EXTRA HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$3.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

A FAMOUS FRENCH designer put into the original of this paper, all the flair for design, the feeling for color, that is the gift of his race—making it one of the smartest papers of the season. Our copy has the same rich coloring, the same quaintness of design—yet our price is a fraction of the original price. This shade of warm rose-rust is most attractive in a dining room. The cheery color, the perky flowers make mealtime more pleasant than ever. White wrought iron furniture, draperies and rugs make stunning accessories. You may like this in a small living room or hall. The tiny pattern gives a room size—the deep coloring makes it cozy. A lovely companion paper, also a French copy, is 576 D 1048 on Page 25. The contrasting colors make a handsome adjoining living room-dining room, or living room-hall combination.

576 D 1054—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds. . . . . 34c

576 D 4054—BORDER TO MATCH. 2¼ inches wide. Shipping weight, per yard, 1 ounce. Price per yard. . . . . 6c

576 D 883—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds. . . . . 34c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1054







SOFT COLORS, SUBTLE DESIGN—A QUIET

# Background for Living

## 27c

A SINGLE ROLL

*Best Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSSED
- ★ EXTRA HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$4.46 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

A PAPER with the mellow charm of heirloom lace to give your walls new distinctive beauty. In the much lived-in rooms of the average home, wallpaper that is quiet, restful—that furnishes a calm background for the activity around it, is the paper you never tire of. This soft ivory paper with its subtle accents of color, makes a perfect background for living—a splendid foil for bright shades, splashy patterns in draperies or upholstery. It blends with any color scheme; may be used with any type of furniture. Whether you want to achieve an effect of dignified formality, or of friendly informality in your home, the simplicity of this paper makes it adaptable. To create a feeling of spaciousness—use this paper throughout your home. On extra heavy paper stock, it's easier to hang—and will give you years of service.

576 D 1069—SIDEWALL. Double rolls 16 yards long, 18 inches wide. Shipping weight 2 pounds 8 ounces. . . . . **54c**

576 D 4069—BORDER TO MATCH. 2¾ inches wide. Shipping weight, per yard, 1 ounce. Price per yard. . . . . **6c**

576 D 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds 8 ounces. . . . **40c**

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1069







A SMART AQUA STRIPED PAPER THAT IS

# Perfect With Any Design

20c

A SINGLE ROLL

*Best Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ CALENDERED
- ★ EXTRA HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$3.76 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

SINCE STRIPES are necessary to complete the pattern scheme of any room—why not choose a striped wallpaper? It makes an excellent background for florals, for geometric designs—for any pattern you may have in draperies or upholstery. This cool-looking paper, in a new “grayed” shade of aqua, is charming in your bedroom, dining room, living room or hall. It is especially lovely with all shades of red from dusty pink to burgundy, or with soft yellow. The vertical stripes make a low-ceilinged room seem higher. Stripes make an excellent companion paper because they blend with any pattern you may use in an adjoining room. The trim border furnishes a smart contrast in design to top off the stripe. For a lovely ensemble, choose 576 D 1054 on Page 15, 576 D 1066 on Page 9, or 576 D 1051 on Page 34.

576 D 1059—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds . . . . . 40c

576 D 4059—BORDER TO MATCH. 2¼ inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . . . . 6c

576 D 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds 8 oz. . . . . 40c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1059







A COPY OF AN OLD ENGLISH CHINTZ

# Has Rich Beauty of Color

## 17c

A SINGLE ROLL

This pattern is sold only in double rolls,  
16 yards long, 18 inches wide.



*Best Quality*

★ FADEPROOF    ★ WASHABLE    ★ CALENDERED  
★ TRIM-EASY EDGE    ★ EXTRA HEAVY PAPER

An authentic copy of a rare old English chintz, this lovely flowered wallpaper retains all the mellow richness of color, the gracefulness of design. Roses, as gorgeously shaded as those in an English cottage garden make your walls glow with new beauty. This paper has a warm "mellowed by the years" look that makes it at home in any surroundings. You'll love it in your bedroom, especially if your furniture is antique. The soft buff background blends beautifully with the rich tones of old mahogany or maple. To make the room even more quaintly charming, repeat the rose or green of the flowers in a ruffled skirt for your dressing table, in draperies, in a tufted bedspread.

576 D 1044—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds . . . **34c**

576 D 4044—BORDER TO MATCH. 2½ inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . . **6c**

576 D 883—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds . . . **34c**

*The Cost of an Average 10 by 12-Foot Room is \$3.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1044







SMART, PRACTICAL AND ECONOMICAL—

# A New Varnished Paper

25c

A SINGLE ROLL

*Best Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ VARNISHED
- ★ EXTRA HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$4.46 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

AT YOUR REQUEST, varnished papers make a reappearance. So many women asked for them during our Wallpaper Survey, that we created this new paper—you'll find it as practical as ever, and much more attractive. The trim pattern is the smartest of the new tile designs. Its colors are the popular kitchen combination of red, gray and black. To carry out this gay scheme you can easily match these colors in towels and enamelware trim. Best of all, it's a paper that enables you to keep kitchen or bathroom walls spotlessly clean. Dirt and grease won't adhere readily to its smooth surface. And, because the paper is heavily coated with varnish, you can actually scrub away with soap and water what few smudges there may be. You'll find varnished paper is more economical than other washable papers because it stays clean and fresh for years.

576 D 1065—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds.....50c

576 D 4065—BORDER TO MATCH. 2½ inches wide. Shipping weight, per yard, 1 ounce. Price per yard.....6c

576 D 614—VARNISHED CEILING. Harmonizes with the sidewall. Double roll. Shipping weight 2 pounds.....50c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1065







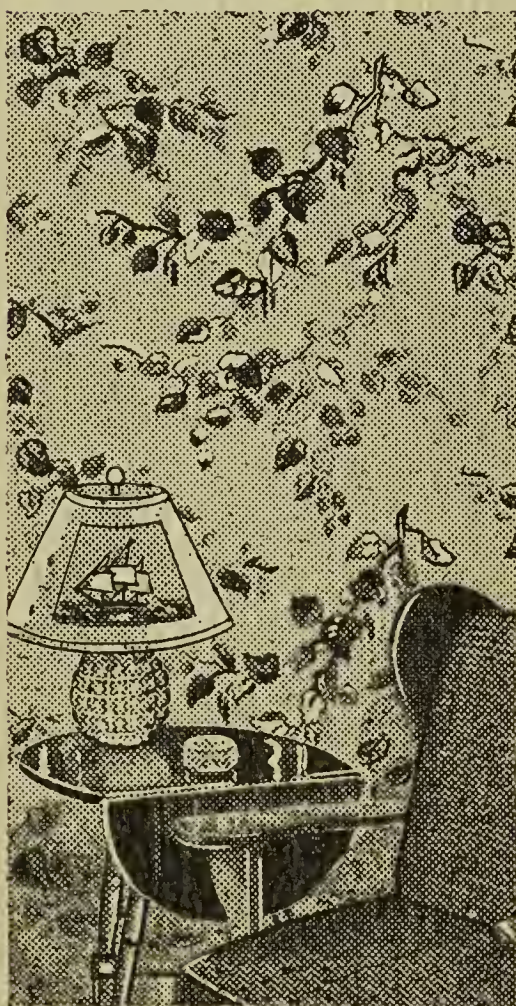
ITS WARM COLORS AND LEAFY PATTERN

# Make This a Favorite

## 25c

A SINGLE ROLL

This pattern is sold only in double rolls,  
16 yards long, 18 inches wide.



*Best Quality*

★ FADEPROOF    ★ WASHABLE    ★ EMBOSSSED  
★ TRIM-EASY EDGE    ★ EXTRA HEAVY PAPER

A poll of 1760 women chose this for second place—selecting it from a book of 300 smart papers. So we know you'll like this paper for your home. Its colors attracted women to this paper at first glance. Jack Frost himself might have painted the leaves—so richly beautiful is their autumn coloring. These shades fit splendidly into the many homes that use a rust, green and brown combination in furnishings. A soft leaf design is always a favorite because it blends into the background of a room without calling too much attention to itself—other patterns may be used in drapes, and upholstery. Use this paper on all your downstairs walls—many decorators employ this trick to give rooms a feeling of spaciousness.

576 D 1064—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight, 2 lbs. 8 oz. **50c**

576 D 4064—BORDERTOMATCH. 2½ inches wide. Shipping weight, per yard, 1 ounce. Price per yard **6c**

576 D 613—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Ship. weight, 2 lbs. 8 oz. **40c**

*The Cost of an Average 10 by 12 Foot Room is \$4.26 for Sidewall, Border and Ceiling. To Estimate Your Requirements and the Cost of Papering Your Own Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1064







NEEDLEPOINT, ACCENTED WITH SOFT COLOR,

# Lends an Air of Dignity

---

25c

A SINGLE ROLL

*Best Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSED
- ★ EXTRA HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$4.26 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 36.*

IF YOU love color in your home—gay accents of it in draperies, rugs, upholstery—you naturally want wallpaper with a neutral background. And being practical, you want a paper that doesn't soil easily. This lovely needlepoint pattern was designed for just such a need. So blended is the pattern that spots and soil can't be noticed. Its subdued tone makes it a "good mixer" with brightly colored furnishings. It ties colors and designs together, making a well-balanced room—one with character and dignity. Keynote the color scheme of the room to any of the soft shades in the wallpaper—your room will be more attractive—and in perfect taste. This paper is suitable for all downstairs rooms, but if you want to vary your decorating scheme, see companion paper No. 576 D 1049 on Page 36.

576 D 1063—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight, 2 lbs. 8 oz. . . . . 50c

576 D 4063—BORDER TO MATCH. 2 inches wide. Shipping weight per yard, 1 ounce. Price per yard . . . . 6c

576 D 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 lbs. 8 oz. . . . . 40c

This pattern is sold only in double rolls, which are 16 yards long and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1063







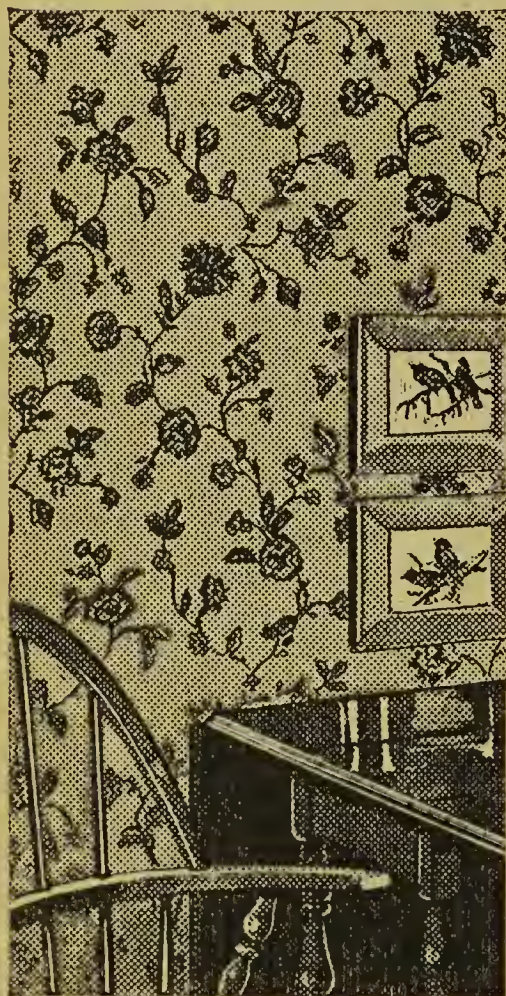
QUAINT DESIGN, SPARKLING COLOR—

# A Delight to Every Eye

# 17c

A SINGLE ROLL

This pattern is sold only in double rolls,  
16 yards long, 18 inches wide.



*Best Quality*

★ FADEPROOF ★ WASHABLE ★ EMBOSSSED  
★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

The bright colors, the splashy patterns, that have made chintz draperies so popular, now appear in wallpaper. Your walls, that important three-fourths of a room, may boast the same glowing color, the same gay designs found in chair coverings and draperies. You'll like this beautiful chintz-patterned paper in your bedroom—the white background makes a room refreshingly airy. The quaint floral pattern produces an effect as charming as if rambling roses or wisteria bloomed on your walls. Match curtains or bedspread to one of the many shades in the wallpaper—yours will be a room everyone will love. This also makes an unusually attractive dinette or breakfast room paper.

576 D 1043—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight, 2 lbs. 8 oz. . . **34c**

576 D 5043—BORDER TO MATCH.  $2\frac{1}{8}$  inches wide. Shipping weight, per yard, 1 oz. Price per yd. **6c**

576 D 610 —WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 lbs. 8 oz. **34c**

*The Cost of an Average 10 by 12-Foot Room is \$3.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1043







YOUR IDEAS + A DESIGNER'S ARTISTRY

# Created This For You

## 20c

A SINGLE ROLL

*Best Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSED
- ★ EXTRA HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$3.76 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

YOUR IDEAS furnished the inspiration for this paper. Created exclusively for Wards by one of New York's foremost designers. Our Wallpaper Survey brought out three things—that all women like papers neutral in color, heavily embossed, and patterned all over with a flower and leaf motif. These preferences show such good taste, we pass them on to you in this paper. The neutral shade makes a background against which color in your furnishings is strikingly beautiful. A special embossing process throws pattern into relief—gives rich damask effect that is luxurious, yet dignified. The all-over pattern is practical because it hides smudges. Use this throughout your home.

\*Beige. Colors marked \* match or harmonize with all starred colors. See Interior Decorating Page in Wards new Spring and Summer Catalog for explanation.

576 D 1058—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight, 2 pounds 8 ounces . . . **40c**

576 D 4058—BORDER TO MATCH. 2½ inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . . **6c**

576 D 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt., 2 pounds 8 ounces . . . **40c**

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1058







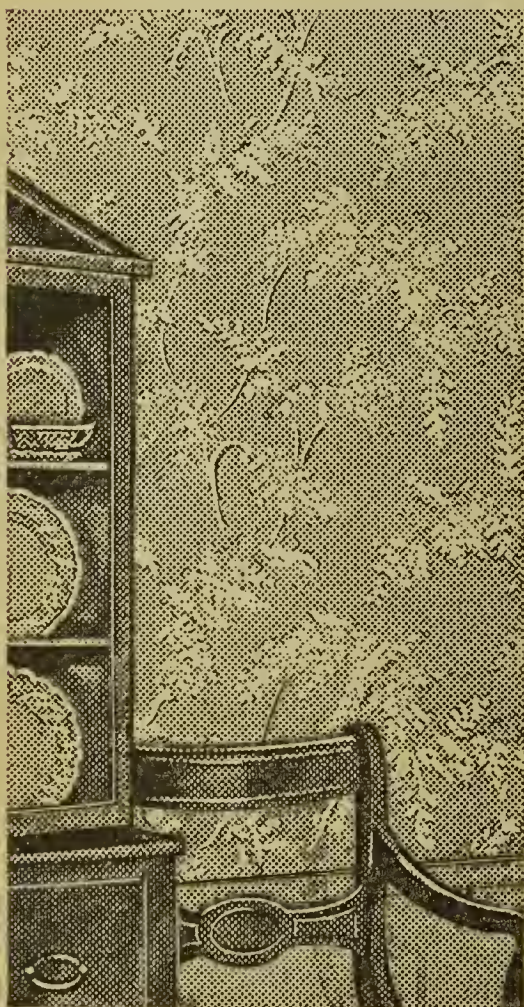
LUXURIOUS ACCENTS OF GOLD WILL

# Give Rooms Rich Beauty

## 17c

A SINGLE ROLL

This pattern is sold only in double rolls,  
16 yards long, 18 inches wide.



*Best Quality*

★ FADEPROOF ★ WASHABLE ★ EMBOSSED  
★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

This rich paper with its graceful golden ferns, will create an effect of startling beauty. Every ray of light that touches it, turns your walls to gold—making the gloomiest room radiantly light. Soft beige with a hint of peach, makes a splendid background for any color in upholstery or draperies. Use this in your living room, dining room and hall—it will give them a new air of grandeur, of distinction. Ordinarily, lavish accents of gold mean a paper is expensive, yet you can paper a whole room with this for as little as \$3.34. ★ *Beige*. Colors marked ★ match or harmonize with all starred colors. See Interior Decorating Page in Wards new Spring and Summer Catalog for explanation.

576 D 1053—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 lbs. 8 oz. . . . 34c

576 D 4053—BORDERTOMATCH. 23/8 inches wide. Shipping weight, per yard, 1 ounce. Price per yard. . . 6c

576 D 611—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. . . . 34c

*The Cost of an Average 10 by 12-Foot Room is \$3.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1053







GIVE WALLS DISTINCTION WITH THIS

# Copy of a French Paper

17c

A SINGLE ROLL

*Best Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ CALENDERED
- ★ EXTRA HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$3.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

WHEN WE FOUND the French imported original of this paper in an exclusive Interior Decorating shop, we knew you would like it. Blue is always a favorite color, and diagonal patterns are especially popular now, because they make splendid companion papers. Our copy of the imported paper is exact in every detail—has the same lovely coloring—the same smartly individual design. And, it's exclusive with Wards—you're not apt to see it in a neighbor's living room. The soft gray-blue gives a room refreshing charm . . . the quaint tasselled design harmonizes with any other pattern. A paper that is charming in living room, dining room or bedroom, with white woodwork and rugs, with chintz draperies in shades of red or yellow. For a stunning ensemble use this with 576 D 1054 on Page 15. (See front cover.)

576 D 1048—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds. . . . . 34c

576 D 4048—BORDER TO MATCH. 2 inches wide. Shipping weight per yard, 1 ounce. Price per yard. . . . . 6c

576 D 883—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds. . . . . 34c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1048







THE COLOR IS WARMLY INVITING—THE

# Design is 1940's Newest

## 20c

A SINGLE ROLL

*Best Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSED
- ★ EXTRA HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$3.76 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

A SMART NEW design, inspired by the delicate grace of palm leaves, gives dash to modern walls. Use this handsome paper in any of your rooms. On your wall, the closely-meshed leaf design seems to fade away, leaving a delicate shadowy effect that blends beautifully with large-patterned draperies and upholstery. The warm, neutral shades of tan in this paper give you a chance to indulge your love of color to its fullest—choose rich shades of brown, green or dusky orange for your furnishings. Emphasize your color scheme with the trim geometric border in harmonizing shades. Rich colors glowing against a warm background make rooms that are warmly hospitable—rooms that are a joy to live with. For a smart contrast in an adjoining room, see companion paper 576 D 1048 on Page 25, or 576 D 1049 on Page 36.

576 D 1057—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight, 2 pounds 8 ounces . . . . . 40c

576 D 4057—BORDER TO MATCH. 4 inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . . . . 6c

576 D 613—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 pounds 8 ounces . . . . . 40c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1057







A WARM NOTE FOR MODERN WALLS —

# Leaves on Dusty Rose

## 17c

A SINGLE ROLL

*Best Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ CALENDERED
- ★ EXTRA HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$3.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

DUSTY ROSE walls—as warm and glowing as reflected firelight—create an atmosphere of gracious hospitality in your rooms. The smart leaf pattern is ideally suited to modern furniture, yet the soft coloring will blend with any decorating scheme you may have. Graceful, upswept leaves lend an impression of height—of spaciousness to the room. The trim geometric border, matching in color, gives walls interesting design contrast. An attractive companion paper is Swedish Modern pattern No. 576 D 1040 on Page 39. Whether you plan to use the leaf pattern in your living room or bedroom, the Swedish Modern pattern makes a pleasing contrast in the hall. ★Rose. Colors marked ★ match or harmonize with all starred colors. See Interior Decorating Page in Wards new Spring and Summer Catalog for explanation.

576 D 1047—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. . . . . 34c

576 D 4047—BORDER TO MATCH. 2½ inches wide. Shipping weight per yard 1 ounce. Price per yard . . . . 6c

576 D 883—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. . . . . 34c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1047







A REALISTIC COPY OF PLASTER WALLS—

# In a Choice of 2 Widths

ONE OF THE popular rough-textured papers that looks and feels like real plaster. It makes a perfect background for vivid color and splashy patterns in draperies and upholstery. To achieve a spacious effect, use this throughout your home. This paper is offered in two widths. Some prefer the 30-inch width (trims to 27½ inches) which hangs faster, and shows fewer seams. Some find that the 18-inch width cuts to better advantage for small rooms, and is easier to handle. There is the same amount of wall paper in a single roll of either width. To order wallpaper, see Chart on Page 86.

**This Paper Furnished in a Choice of 2 Widths**

**20c**  
A SINGLE ROLL  
18-INCH WIDTH

*Best Quality*

★ FADEPROOF ★ WASHABLE ★ EMBOSSSED

★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

**20c**  
A SINGLE ROLL  
30-INCH WIDTH

**18-INCH WIDTH**

576 D 1156—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping wt. 2 lbs. 8 oz. **40c**

576 D 4056—BORDER. 17⁄8 inches wide. Shipping weight, per yard, 1 ounce. Price per yard..... **6c**

576 D 612—WHITE CEILING. Harmonizes with sidewall. Double Roll. Shipping wt. 2 lbs. 8 oz. **40c**

**30-INCH WIDTH**

576 D 1056—SIDEWALL. Triple Roll, 15 yards long, 27½ inches wide. Ship. wt. 3 lbs. 8 oz. **60c**

576 D 4056—BORDER. 17⁄8 inches wide. Shipping weight per yard, 1 ounce..... **6c**

576 D 612—WHITE CEILING. Harmonizes with sidewall. Double Roll. Shipping wt. 2 lbs. 8 oz. **40c**

*This pattern is obtainable in both Double and Triple Rolls. Double Rolls are 16 yards long, 18 inches wide. Triple Rolls are 15 yards long, 30 inches wide. Single roll prices are quoted so you may compare Wards wallpaper prices with others.*

**SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1056**



PLAID PAPERS ON FRONT OF SHEET—IN

# Your Choice of 3 Colors

*Best Quality*

★ FADEPROOF ★ WASHABLE ★ EMBOSSED  
★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

17<sup>c</sup>

A SINGLE ROLL

## GREEN

A LOVELY new plaid in cool shades of Green with a silvery stripe. You'll be amazed at the airy effect this paper creates. Wherever you use them, plaids make a perfect background for large patterned draperies and upholstery. Border on Page 30 is re-colored to match this paper. Sidewall and ceiling sold only in double rolls.

576 D 1141—SIDEWALL. Double Roll, 16 yds. long, 18 in. wide. Ship. wt. 2½ lbs. **34c**

576 D 3141—BORDER. Cutout 4¼ in. wide. Ship. wt., per yard, 1 oz. Yard. **6c**

576 D 610—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds 8 ounces . . . **34c**

## PEACH

A RICH SHADE of Peach, accented with silver makes large rooms cozy—gives walls a soft sheen. The plaid pattern, the luscious color, are suitable for any room in your home from the bathroom to the living room. Border on Page 30 is re-colored to match this paper. Sidewall and ceiling sold only in double rolls.

576 D 1241—SIDEWALL. Double Roll, 16 yds. long, 18 in. wide. Ship. wt. 2½ lbs. **34c**

576 D 3241—BORDER. Cutout 4¼ in. wide. Ship. wt., per yard, 1 oz. Yard. . . **6c**

576 D 610—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds 8 ounces . . . **34c**

## BLUE

THIS SOFT shade of Blue makes a charming girl's room or nursery paper. And, Blue is one of the most popular of the new living room wall shades. Because plaids harmonize with any pattern, this makes a splendid companion paper—use it in any room. Border on Page 30 is re-colored to match this paper. Sidewall and ceiling sold only in double rolls.

576 D 1341—SIDEWALL. Double Roll, 16 yds. long, 18 in. wide. Ship. wt. 2½ lbs. **34c**

576 D 3341—BORDER. Cutout 4¼ in. wide. Ship. wt., per yd., 1 oz. Yard . . **6c**

576 D 610—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds, 8 ounces . . . **34c**

SEE FRONT OF THIS SHEET FOR PATTERNS ABOVE











USE WARM YELLOW IN DARK ROOMS—IT

# Reflects Light and Cheer

## 17c

A SINGLE ROLL

*Best Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSSED
- ★ EXTRA HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$3.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

If you have a dark North room that looks drab and depressing, all you need to give it light and sunshine is a few rolls of this cheerful yellow paper. Silver accent notes make walls positively sparkle. You may use this in a bedroom, living room, dining room, in a small dark hall, in a bathroom. The soft plaid background not only harmonizes with any pattern in draperies or upholstery, but with whatever pattern you choose for an adjoining room paper. Because its pattern is so subtle, this paper makes small rooms seem larger. A finishing touch—one that adds zest to the whole room, is the decorative swag border in shades that harmonize with the paper. Its heavy embossing makes this paper easy to hang, and longer wearing. You'll find this a charming companion paper to 576 D 1048 on Page 25, or to 576 D 1030 on Page 48.

576 D 1041—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight, 2 pounds 8 ounces . . . . . **34c**

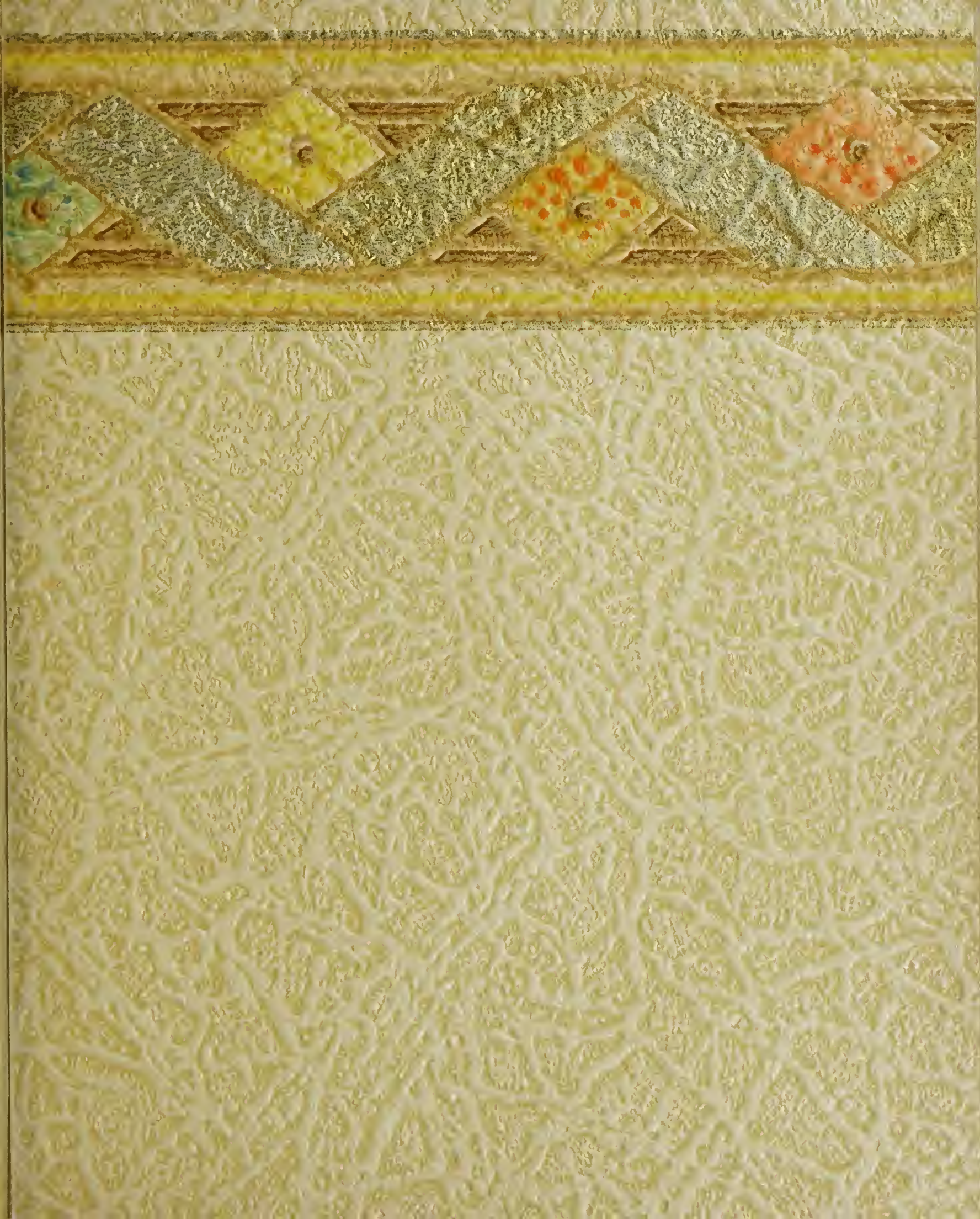
576 D 3041—BORDER TO MATCH. Cutout  $4\frac{3}{4}$  inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . **6c**

576 D 611—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 pounds 8 ounces . . . . . **34c**

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1041







FOR THE COMFORTABLY INFORMAL HOME

# Choose Plastic Walls

## 20c

A SINGLE ROLL

*Best Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSED
- ★ EXTRA HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$3.76 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

PLASTIC walls originated long ago in Spanish and Mexican houses. They blended perfectly with the rough simplicity of the architecture. They carried out the feeling of friendly hospitality and furnished a pleasant background for bright colors. For these reasons they were soon used in other style houses. Now wallpaper that looks like plastic—that feels like plastic—carries on this tradition of usability. The soft Beige tones of this plastic paper give walls warmth. Because there is no pattern, rooms seem to gain in space. And the walls furnish a quiet background for gayly colored furnishings—for any type furniture... help turn a house into a home.

★ *Beige.* Colors marked ★ match or harmonize with all starred colors. See Interior Decorating Page in Wards new Spring and Summer Catalog for explanation.

576 D 1062—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight, 2 lbs. 8 oz. . . . . 40c

576 D 4062—BORDER TO MATCH. 2½ inches wide. Shipping weight per yard, 1 ounce. Price per yard . . . . 6c

576 D 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 lbs. 8 oz. . . . . 40c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1062







UNUSUAL DIAMOND CUT EMBOSSING—

# Walls Shine Like Silver

# 17c

A SINGLE ROLL

This pattern is sold only in double rolls,  
16 yards long, 18 inches wide.



*Best Quality*

★ FADEPROOF ★ WASHABLE ★ EMBOSSED  
★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

Banish Old Man Gloom from your rooms forever with this attractive paper. The diamond cut embossed background catches every ray of light, turning your walls to sparkling silver. Even the gloomiest corner is made radiantly light. A paper you'll love in your bedroom—the soft pastel coloring, the graceful floral sprays give an atmosphere of daintiness to the room. Yet the neutral background makes it a paper that is correct in other rooms as well. You'll find its many-shaded accents furnish exciting color possibilities for curtains and upholstery. A few rolls of this paper transform your darkest room into one that is invitingly airy. A harmonizing companion paper is 576 D 1241 on Page 29.

576 D 1045—SIDEWALL. Double  
Roll, 16 yards long, 18 inches wide.  
Shipping weight, 2 lbs. 8 oz. . . . 34c

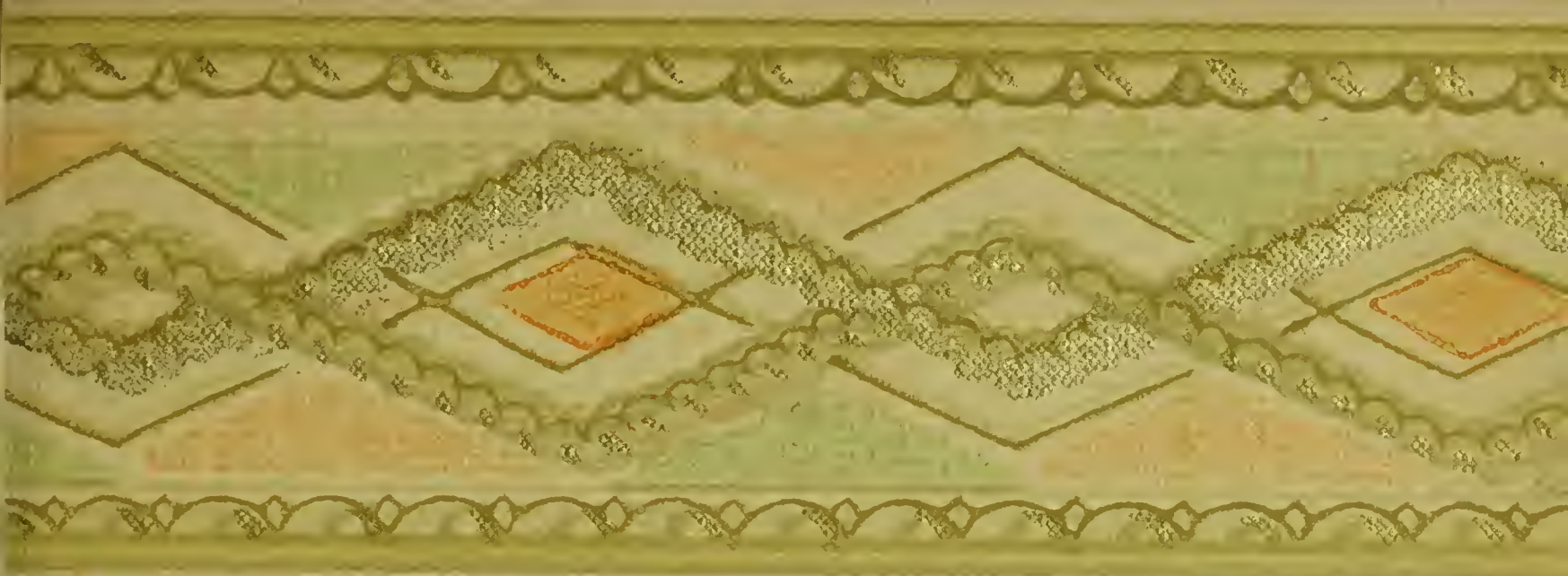
576 D 4045—BORDER TO MATCH  
3 inches wide. Shipping weight, per  
yard, 1 ounce. Price per yard 6c

576 D 611—IVORY CEILING. Har-  
monizes with the sidewall. Double roll.  
Ship. wt. 2 lbs. 8 oz. . . . . 34c

*The Cost of an  
Average 10 x 12-  
Foot Room Is  
\$3.34 for Side-  
wall, Border and  
Ceiling. To Esti-  
mate Your Re-  
quirements, and  
the Cost of Paper-  
ing Your Own  
Room, See Chart  
on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1045







THIS WAS FEATURED IN A MODEL HOME

# At New York World's Fair

# 17c

A SINGLE ROLL

*Best Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSED
- ★ EXTRA HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$3.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

IN THE Town of Tomorrow at the New York Fair, are a series of model homes—beautifully decorated and furnished in the styles of “tomorrow.” House No. 1 features this smart tweed-textured paper. It was used in this house for reasons that are apparent as soon as you see the paper. The soft monotone coloring is perfectly tuned to the popular rust, green and brown shades in rugs, upholstery and draperies. And, it makes a quiet background for splashy patterns, which makes it a perfect companion paper. Because it is unpatterned, this paper makes a small room seem larger—makes your whole home look spacious when used throughout the rooms. The attractive border repeats subtle color accents in the paper, giving it personality and life. A companion paper is 576 D 1050 on Page 35, or 576 D 1053 on Page 24.

576 D 1042—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight, 2 pounds 8 ounces. . . . . 34c

576 D 4042—BORDER TO MATCH. 2½ inches wide. Shipping weight, per yard, 1 ounce. Price per yard. . . . . 6c

576 D 611—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 pounds 8 ounces. . . . . 34c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1042







GRAY IN A DASHING FLORAL DESIGN IS

# New and Smartly Modern

# 17c

A SINGLE ROLL

This pattern is sold only in double rolls,  
16 yards long, 18 inches wide.



*Best Quality*

★ FADEPROOF ★ WASHABLE ★ EMBOSSED  
★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

Color News for 1940 is gray—GRAY—GRAY. Interior Decorators use it lavishly. . . . Our Wallpaper Survey showed that home-makers, too, like gray. The secret of its beauty is not only that it is cool, restful, that it makes rooms look larger, but that it provides a striking contrast to vivid colors. Like the setting of a jewel, gray walls are a gracious background for richly colored draperies, upholstery and rugs. This typically modern paper has a smart floral pattern, subdued to harmonize with other patterns in your room. Touches of blue and peach give it dash—a personality all its own. A stunning companion paper is 576 D 1059 on Page 17 or 576 D 1241 on Page 29.

576 D 1051—SIDEWALL. Double Roll, 16 yards, 18 inches wide. Shipping weight, 2 lbs. 8 oz. . . . . 34c

576 D 4051—BORDER TO MATCH. 4 inches wide. Shipping weight, per yard, 1 ounce. Price per yard. . . 6c

576 D 610—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Ship. weight, 2 lbs. 8 oz. . . . . 34c

*The Cost of an Average 10 by 12 Foot Room is \$3.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1051







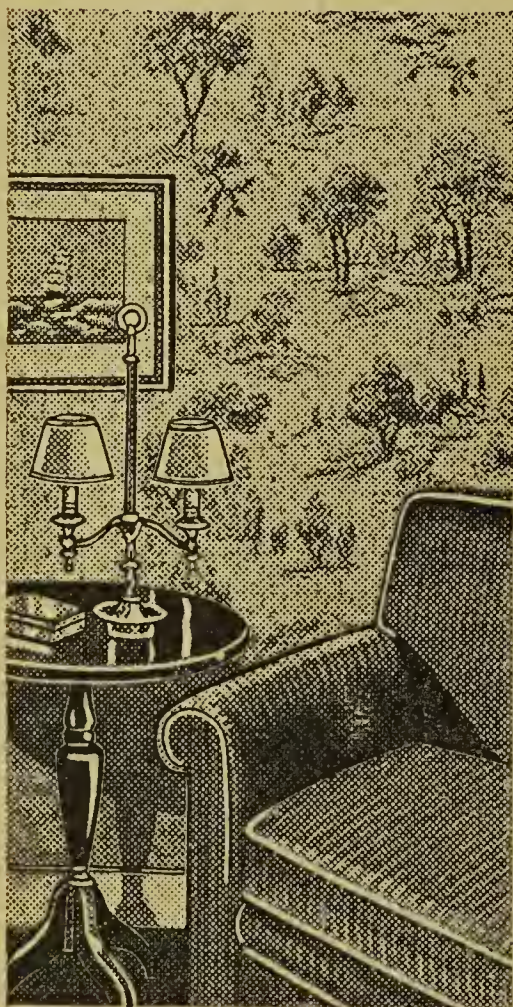
MAKE ROOMS INVITING...USE A SCENIC

# In Warm Autumn Coloring

# 17c

A SINGLE ROLL

This pattern is sold only in double rolls.  
16 yards long, 18 inches wide.



*Best Quality*

★ FADEPROOF      ★ WASHABLE      ★ EMBOSSSED  
★ TRIM-EASY EDGE      ★ EXTRA HEAVY PAPER

This unusually charming scenic depicts scenes familiar to all—a small town with its houses clustered around a church—a farm surrounded by trees in their new fall garb. Scenics are especially nice in a hall—the large pattern makes it seem less bare—gives it interest and life. At first glance, your home seems comfortably inviting. You'll find this a paper that strikes a friendly note in any of your downstairs rooms. The soft autumn coloring blends beautifully with the rust, brown and green color scheme so popular in upholstery, draperies and rugs. If papering another room, either 576 D 1042 on Page 33, or 576 D 1049 on Page 36 will make a perfectly harmonized adjoining room scheme.

576 D 1050—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight, 2 lbs. 8 oz. .... **34c**

576 D 4050—BORDERTO MATCH. 25/8 inches wide. Shipping weight, per yard, 1 ounce. Price per yard. .... **6c**

576 D 611—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Ship. weight, 2 lbs. 8 oz. .... **34c**

*The Cost of an Average 10 by 12-Foot Room is \$3.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1050







A HOME NEEDS ONE STRIPED PAPER—IT

# Goes With Any Pattern

# 17c

A SINGLE ROLL

*Best Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSED
- ★ EXTRA HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$3.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

BECAUSE home-makers everywhere are re-decorating two or three rooms at a time, using papers that harmonize in design, this is definitely a year of stripes. Stripes make the perfect companion paper—whatever pattern you choose for the walls of an adjoining room, a striped paper will harmonize with it. It will also go with any pattern you may have—in draperies, rugs or upholstery. This softly striped paper is in Beige, the favorite color for downstairs rooms. It has been designed to harmonize with the many large patterned beige papers you will find in this book. If papering a low-ceilinged room, you'll find this vertical striped paper gives the additional height your room needs.

\*Beige. Colors marked \* match or harmonize with all starred colors. See Interior Decorating page in Wards new Spring and Summer Catalog for explanation.

576 D 1049—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight, 2 pounds 8 ounces . . . . . 34c

576 D 4049—BORDER TO MATCH. 2 $\frac{3}{8}$  inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . . . . 6c

576 D 611—IVORY CEILING. Harmonizes with the sidewall. Double roll. Shipping weight 2 pounds 8 ounces . . . 34c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1049







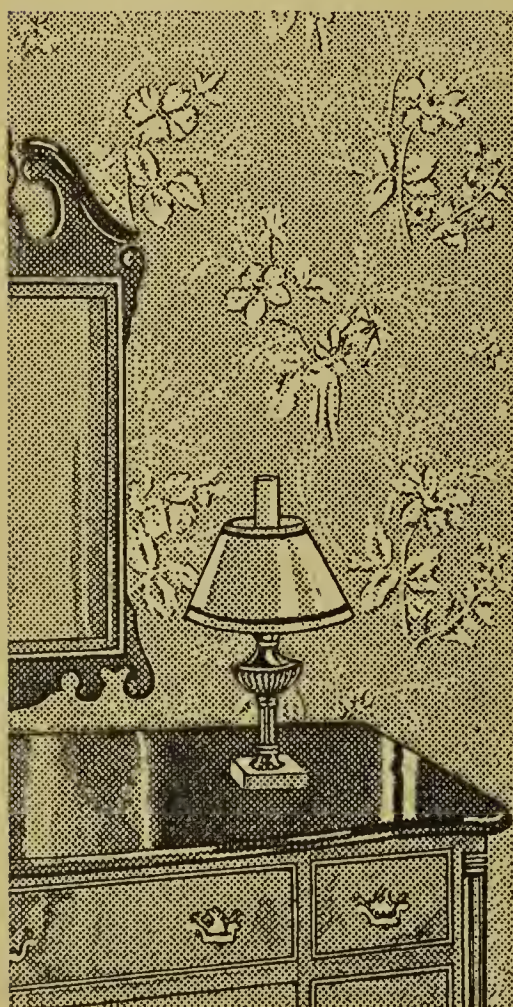
BEIGE, WITH A SOFT FLORAL PATTERN,

# Gives Rooms New Warmth

# 17c

A SINGLE ROLL

This pattern is sold only in double rolls,  
16 yards long, 18 inches wide.



*Best Quality*

★ FADEPROOF    ★ WASHABLE    ★ EMBOSSED  
★ TRIM-EASY EDGE    ★ EXTRA HEAVY PAPER

Created by one of the foremost designers in America, this charming flowered paper is equally lovely for living room or bedroom. The soft beige coloring, with rich accents of peach and gold, gives warmth to the coldest room. Or, if a room is large—bare-looking, this all-over pattern will make it look smaller, more intimate. For contrast in furnishings, choose a deeper shade of peach or a soft green. Paper an adjoining room with companion paper 576 D 1141 or 576 D 1241 on Page 29—the walls will be in perfect harmony.

★*Beige*. Colors marked ★ match or harmonize with all starred colors. See Interior Decorating Page of Wards new Spring and Summer Catalog for explanation.

576 D 1052—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight, 2 lbs. 8 oz. . . . **34c**

576 D 4052—BORDER TO MATCH.  $2\frac{3}{8}$  inches wide. Shipping weight, per yard, 1 ounce. Price per yard. . . . **6c**

576 D 611—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 lbs. 8 oz. . . . **34c**

*The Cost of an Average 10 by 12-Foot Room is \$3.34 for Side-wall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1052







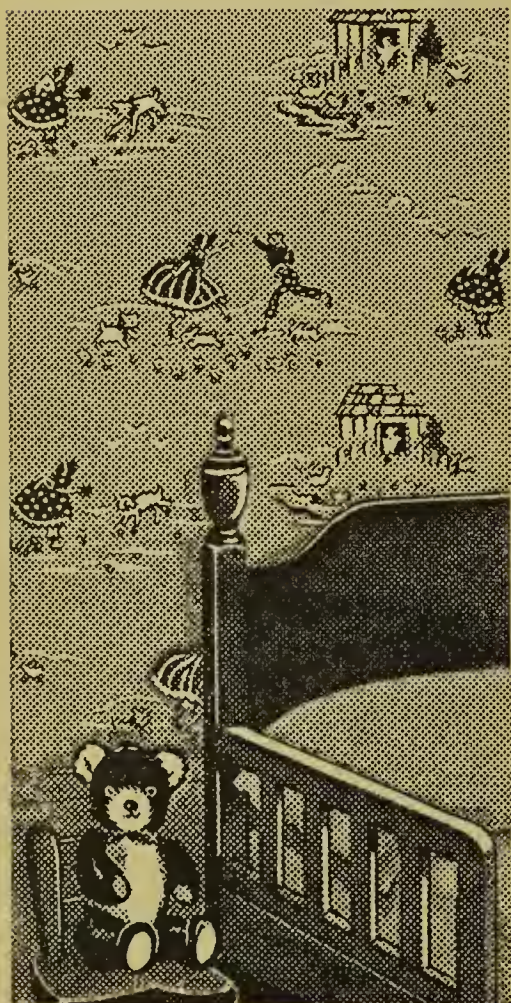
LOVABLE MOTHER GOOSE CHARACTERS

# Make Bedtime a Gay Time

# 17<sup>c</sup>

A SINGLE ROLL

This pattern is sold only in double rolls,  
16 yards long, 18 inches wide.



*Best Quality*

★ FADEPROOF      ★ WASHABLE      ★ CALENDERED  
★ TRIM-EASY EDGE      ★ EXTRA HEAVY PAPER

Straight from Mother Gooseland comes this delightful nursery paper. The soft shade of baby-blue, the enchanting pictures go right to a tiny tot's heart. You'll find afternoon naps no problem at all—when there's the fascinating prospect of gazing at Mary and her rollicking little lamb—at Jack and Jill playing ball on the way up the hill, while their jolly puppy frolics with Peter Rabbit, himself—at saucy ducks at play. And you, Mother—don't worry your practical mind about smudges showing on the dainty background. The paper is washable—a damp cloth wipes spots away like magic. The nursery will be your most charming room, and your child will adore it, because it's really his own.

## Your Choice of 3 Background Colors

COLOR	SIDEWALL <i>Double Roll 16 yards long 18 in. wide Ship. wt. 2 pounds</i>	BORDER <i>1¾ inches wide Ship. wt. Per Yard 1 ounce</i>	WHITE CEILING <i>Harmonizes with Sidewall Double Roll Ship. wt. 2 pounds</i>
	34 <sup>c</sup>	6 <sup>c</sup>	34 <sup>c</sup>
BLUE	576 D 1046	576 D 4046	576 D 883
WHITE	576 D 1146	576 D 4146	576 D 883
PINK	576 D 1246	576 D 4246	576 D 883

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1046







IT'S SMART—IT'S MODERN—AND IT'S

# A Favorite Color—Beige

17c

A SINGLE ROLL

*Best Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ EMBOSSED
- ★ EXTRA HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$3.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

OVER half the women we interviewed in our Wallpaper Survey chose Beige as the favorite color for their walls. This trim, block pattern in delicate shades of beige was designed to meet the need of a smart modern treatment of this popular shade. Created especially to harmonize with the flowing lines, the soft wood tones of Swedish Modern furniture. Yet the home-maker who decorates "to suit herself" will find in this pattern a simplicity that adapts itself to any type of furniture. The lovely beige tones give any room warmth—a pleasant air of liveability. For an interesting contrast in a companion room paper—see pattern No. 576 D 1048 on Page 25. ★ *Beige*. Colors marked ★ match or harmonize with all starred colors. See Interior Decorating Page in Wards new Spring and Summer Catalog for explanation.

576 D 1040—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight, 2 lbs. 8 oz. . . . . 34c

576 D 4040—BORDER TO MATCH. 2½ inches wide. Shipping weight per yard, 1 ounce. Price per yard . . . . 6c

576 D 611—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 lbs. 8 oz. . . . . 34c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1040







4 COLORS IN FRONT OF THIS SHEET ARE

# For Sidewall or Ceiling

**17c**

SINGLE ROLL

*Best Quality*

★ FADEPROOF ★ WASHABLE ★ EMBOSSED  
★ TRIM-EASY EDGE ★ EXTRA HEAVY PAPER

## PEACH

Its heavy embossing makes this paper look like real plaster. Delicate peach walls give the whole room a warm and cozy look. Also an attractive ceiling paper with sidewalls of blue, green or beige. Sold only in double rolls. Border on Page 30 is re-colored to match this paper.

### PEACH SIDEWALL OR CEILING

576 D 938—Double Roll, 16 yards long, 18 in. wide. Ship. wt., 2 lbs. 8 oz. . . **34c**

576 D 3938—BORDER TO MATCH. Cutout 4¾ inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . **6c**

## GREEN

A cool color that gives rooms refreshing beauty—makes a quiet background for many shades in furnishings. A lovely ceiling paper with peach, yellow or rose walls. Its extra heavy paper gives durable service. Sold only in double rolls. Border on Page 30 is re-colored to match this paper.

### GREEN SIDEWALL OR CEILING

576 D 138—Double Roll, 16 yards long, 18 in. wide. Ship. wt., 2 lbs. 8 oz. . . **34c**

576 D 3138—BORDER TO MATCH. Cutout 4¾ inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . **6c**

## WHITE

White sidewalls make a room radiantly light. Use this throughout your home to give a spacious effect. As a ceiling paper, it adds height to low rooms, may be used with any shade of wallpaper. Sold only in double rolls. Border on Page 30 is re-colored to match this paper.

### WHITE SIDEWALL OR CEILING

576 D 238—Double Roll, 16 yards long, 18 in. wide. Ship. wt., 2 lbs. 8 oz. . . **34c**

576 D 3238—BORDER TO MATCH. Cutout 4¾ inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . **6c**

## BLUE

Soft blue, a popular shade, in a smart, rough-textured paper, will make rooms seem spacious and restful. When used as a ceiling paper, it is a lovely contrast to rose, yellow or beige sidewalls. Sold only in double rolls. Border on Page 30 is re-colored to match this paper.

### BLUE SIDEWALL OR CEILING

576 D 338—Double Roll, 16 yards long, 18 in. wide. Ship. wt., 2 lbs. 8 oz. . . **34c**

576 D 3338—BORDER TO MATCH. Cutout 4¾ in. wide. Shipping weight, per yard, 1 ounce. Price per yard . . **6c**







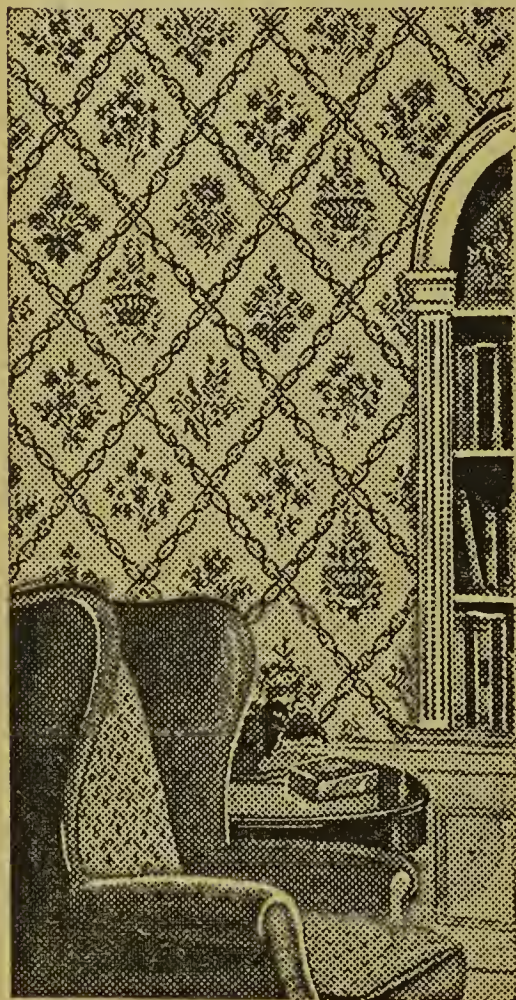
DECORATIVE DIAGONAL PATTERN IN A

# Fresh, New Color Scheme

## 14<sup>c</sup>

A SINGLE ROLL

This pattern is sold only in double rolls,  
16 yards long, 18 inches wide.



*Better Quality*

★ FADEPROOF    ★ TRIM-EASY EDGE  
★ WASHABLE    ★ HEAVY PAPER

Taking its motif from the elaborate designs of the 18th Century, this charming paper features a smart new shade of gray-blue on white. It is crisp enough for the most modern home, quaint enough for the home filled with antiques. The twisted lattice pattern with its dainty flower centers was inspired by the vogue for diagonal patterns—you'll find it most effective in a large room. It is lovely in a bedroom, dining room or living room. Because the paper is so light and airy, plain, richly colored draperies and rugs are necessary to give the room balance. Try a deep, glowing red—it makes the loveliest contrast imaginable. A charming companion paper is 576 D 1054 on Page 15.

576 D 1039—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight, 2 pounds . **28<sup>c</sup>**

576 D 4039—B O R D E R T O MATCH. 2¼ inches wide. Shipping weight, per yard, 1 oz. Price per yd. **5½<sup>c</sup>**

576 D 881 —WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 pounds **28<sup>c</sup>**

*The Cost of an Average 10 by 12-Foot Room is \$2.84 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1039







SOFTLY COLORED FLOWERS ON BEIGE

# Suitable for Any Room

14<sup>c</sup>

A SINGLE ROLL

*Better Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$2.84 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

ONE of the outstanding papers in the 300 pattern book shown during our Wallpaper Survey. While thumbing through the book, many women stopped to admire this paper. Here are some of the features these women commented on. They liked the pattern and coloring. The delicate beige background adds warmth to rooms. Soft accent shades harmonize with almost any color scheme—touches of white give a freshness that is delightful. As people love to look at flowers growing out-of-doors, so do they enjoy seeing flowers on the wall. Also it's a practical paper—an all-over pattern doesn't soil as easily as a plain paper. And, it's so inexpensive—you can paper a whole room for as little as \$2.84. Equally charming for bedroom or downstairs. You'll be delighted with the fresh appearance it will give your rooms.

576 D 1038—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight, 2 pounds. . . . 28<sup>c</sup>

576 D 4038—BORDER TO MATCH. 2½ inches wide. Shipping weight per yard, 1 ounce. Price per yard . . . 5½<sup>c</sup>

576 D 882—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 pounds. . . . 28<sup>c</sup>

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1038







BLUE—BEST-LOVED OF COLORS—MAKES

# Rooms Seem Cool, Restful

# 14<sup>c</sup>

A SINGLE ROLL

*Better Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$2.84 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

NINE out of ten, when asked their favorite color, say "It's Blue." As every man has a blue tie—every woman a blue dress—so should every home have a blue room. Nature wisely chose blue for the sky and sea—it's such a satisfying color to look at. And, you'll find that blue walls produce the same restful feeling. Blue makes a South room seem cool and airy. In a small room, it creates a feeling of space. And still, it is a delightful color in any room. Here's a paper you'll love—clear blue with a white feather motif. A charming bedroom paper, especially when used with fluffy white curtains. For Companion Papers see Nos. 576 D 1019 on Page 63 and 576 D 1060 on Page 10. ★*Powder Blue*. Colors marked ★ match or harmonize with all starred colors. See Interior Decorating Page of Wards new Spring and Summer Catalog for explanation.

576 D 1037—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight, 2 lbs. . . . . **28<sup>c</sup>**

576 D 4037—BORDER TO MATCH. 2½ inches wide. Shipping weight per yard 1 ounce. Price per yard . . . **5½<sup>c</sup>**

576 D 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 pounds. . . . . **28<sup>c</sup>**

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1037







BEIGE, ACCENTED WITH SOFT COLOR IN

# A Popular Leaf Pattern

---

14<sup>c</sup>

A SINGLE ROLL

*Better Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$2.84 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

DURING OUR Wallpaper Survey, we noticed that women showed a decided preference for scattered leaf patterns. And, we also discovered that over half these women liked shades of beige for their living room walls. So, we put two and two together—the result is this attractive paper that combines a favorite pattern with a favorite color. Use it in any of your downstairs rooms—it's a paper that makes as nice a background for period furniture as it does for modern. It will create a pleasant air of warmth and cheer in the darkest rooms. Pick up the accents of color in the paper and repeat them in solid-color draperies and rugs. Your room will reflect good taste because it will be in perfect color and design harmony. For an adjoining room, 576 D 1042 on Page 33, or 576 D 1049 on Page 36 furnish a smart contrast.

576 D 1036—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight, 2 pounds.....28<sup>c</sup>

576 D 4036—BORDER TO MATCH. 2½ inches wide. Shipping weight, per yard, 1 ounce. Price per yard.....5½<sup>c</sup>

576 D 882—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 pounds.....28<sup>c</sup>

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1036







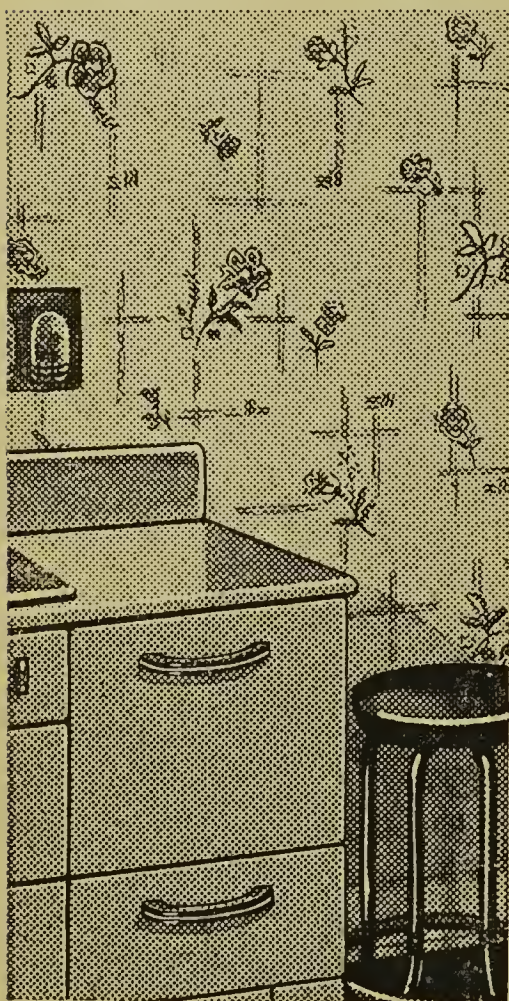
SWEDISH MODERN STYLING GIVES AN

# Air of Smart Simplicity

# 14c

A SINGLE ROLL

This pattern is sold only in double rolls.  
16 yards long, 18 inches wide.



## *Better Quality*

- ★ FADEPROOF      ★ TRIM-EASY EDGE
- ★ WASHABLE      ★ HEAVY PAPER

Swedish Modern scores again! This time it lends its quaint designs, its clean lines, its smart simplicity to a paper that is charming in kitchen, bathroom, breakfast room, or in a modern bedroom. As crisp, as clean, as dainty as the starched ruffles on a Swedish peasant girl, is this white paper with its stiff, little flower design. The neutral coloring of black, gray and silver is not only smart, but practical—you can change your kitchen color scheme as often as you like. Your wallpaper will harmonize with any gay colors you use in curtains, towels or dishes. The trim matching border provides an interesting contrast in design—and gives your walls the finishing touch.

576 D 1034—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds . . . . **28c**

576 D 4034—BORDER TO MATCH. 2½ inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . . **5½c**

576 D 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds . . . . **28c**

*The Cost of an Average 10 by 12 Foot Room is \$2.84 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1034







1760 WOMEN LIKED THIS PAPER FOR ITS

# Delicate Beauty of Color

14<sup>c</sup>

A SINGLE ROLL

*Better Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$2.84 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

THE LOVELIEST colors, the smartest patterns in American and Imported papers were gathered together for our Wallpaper Survey. 1760 women were "tested" on them. This was chosen as one of the four favorite bedroom papers—just glance at the sample, and you'll understand why. In the popular bedroom colors, blue with touches of dusty pink, this charming paper lends a delicate beauty to any bedroom. You'll find this coolly refreshing shade especially nice in a room with a southern exposure. And, it's a paper that is adorable in a girl's room—the feathery fern pattern, the soft coloring create an effect that is dainty and feminine. "Too pretty a paper to be practical," you say, yet it's washable—smudges are easily removed with a damp cloth. A lovely companion paper is either 576 D 1029 on Page 51 or 576 D 1241 on Page 29.

576 D 1031—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds.....28<sup>c</sup>

576 D 4031—BORDER TO MATCH. 2½ inches wide. Shipping weight, per yard, 1 ounce. Price per yard .....5½<sup>c</sup>

576 D 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds.....28<sup>c</sup>

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1031







A GAY NEW KITCHEN TILE PATTERN

# In Bright Fiesta Colors

14<sup>c</sup>

A SINGLE ROLL

*Better Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$2.84 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

A WOMAN WE interviewed during our Wallpaper Survey, commented, "I'd rather paper my kitchen than any other room. The new kitchen papers are so much *fun!*" She must have had this gay, amusing paper in mind when she spoke. It makes a kitchen so cheerful, the busy hours will fly. The soft buff background boasts colorful plaques decorated with bowls of fruit, dishes, pots of tulips—there's even a minute glass to remind you that three-minute egg is done. The bright Fiesta shades of Green, Yellow, Orange and Blue, will harmonize with almost any color scheme, and can be easily matched in towels and curtains. The smart border, accented with silver, carries out the bright colors in the paper. This also is an attractive breakfast room paper. Because it's washable, smudges may be removed with a damp cloth.

576 D 1035—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds. . . . . 28<sup>c</sup>

576 D 4035—BORDER TO MATCH. 2 $\frac{3}{8}$  inches. Shipping weight, per yard, 1 ounce. Price per yard. . . . . 5 $\frac{1}{2}$ <sup>c</sup>

576 D 882—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds. . . . . 28<sup>c</sup>

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1035







COOL GREEN SPRINKLED WITH DAISIES

# Gives Lasting Pleasure

14c

A SINGLE ROLL

*Best Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$2.84 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

WHAT could be lovelier for the bedroom you've been wanting to paper than feathery daisies on pale green? If you're looking for a paper absolutely new in design, enchanting in color, you'll want this the minute you see it. You'll never tire of the delicate green, and it fits in with almost any color scheme. The cool color is especially nice in a South room, where it simply defies the sun's heat. In a small bedroom, green seems to push out the walls, making the room larger. A paper you can enjoy without worrying about smudges, because it's washable. Dirt whisks away with a damp cloth. A lovely companion paper is 576 D 1241 on Page 29.

★ *Green.* Colors marked ★ match or harmonize with all starred colors. See Interior Decorating Page in Wards new Spring and Summer Catalog for explanation.

576 D 1030—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight, 2 pounds.....28c

576 D 4030—BORDER TO MATCH. 2½ inches wide. Shipping weight, per yard, 1 ounce. Price per yard.....5½c

576 D 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds.....28c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1030







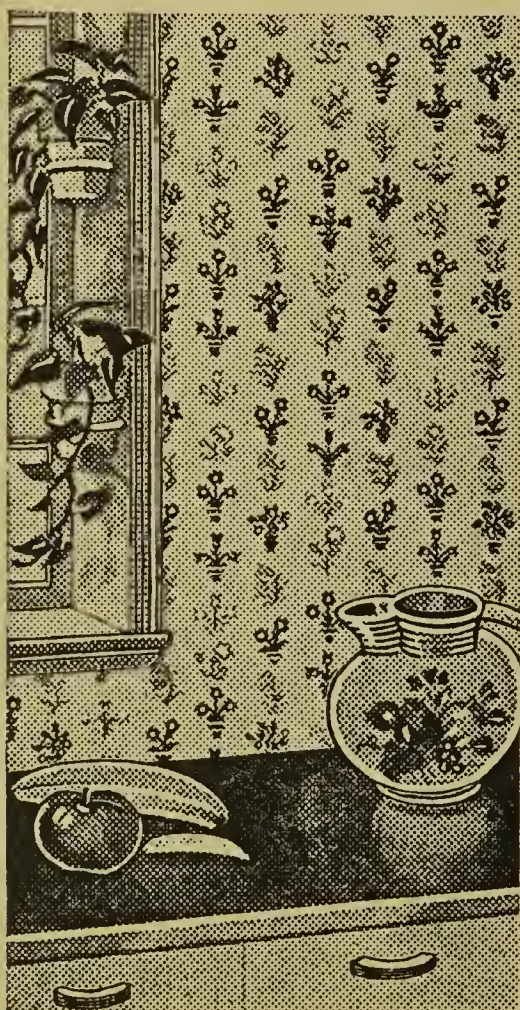
THIS SMART NEW FLOWER PATTERN IS A

# Copy of a French Import

# 14c

A SINGLE ROLL

This pattern is sold only in double rolls,  
16 yards long, 18 inches wide.



*Better Quality*

- ★ FADEPROOF      ★ TRIM-EASY EDGE
- ★ WASHABLE      ★ HEAVY PAPER

A famous French designer created this smart pattern with its quaint, perky little flowers. Needless to say, the original paper cost many times the price of this. The patterning is quite unusual—bright colored flowers form a diamond-shaped pattern of color that is outlined by buff-shaded flowers. The silver flower pots catch every ray of light—the effect is as if diamonds sparkled all over the paper. You'll really appreciate its beauty when you see a full sweep of it on your walls. The tiny pattern makes rooms seem much larger; the buff background, the bright colors give rooms warmth and life. It's a paper that is equally smart in break-fast room, kitchen, or bathroom.

576 D 1033—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds..... **28c**

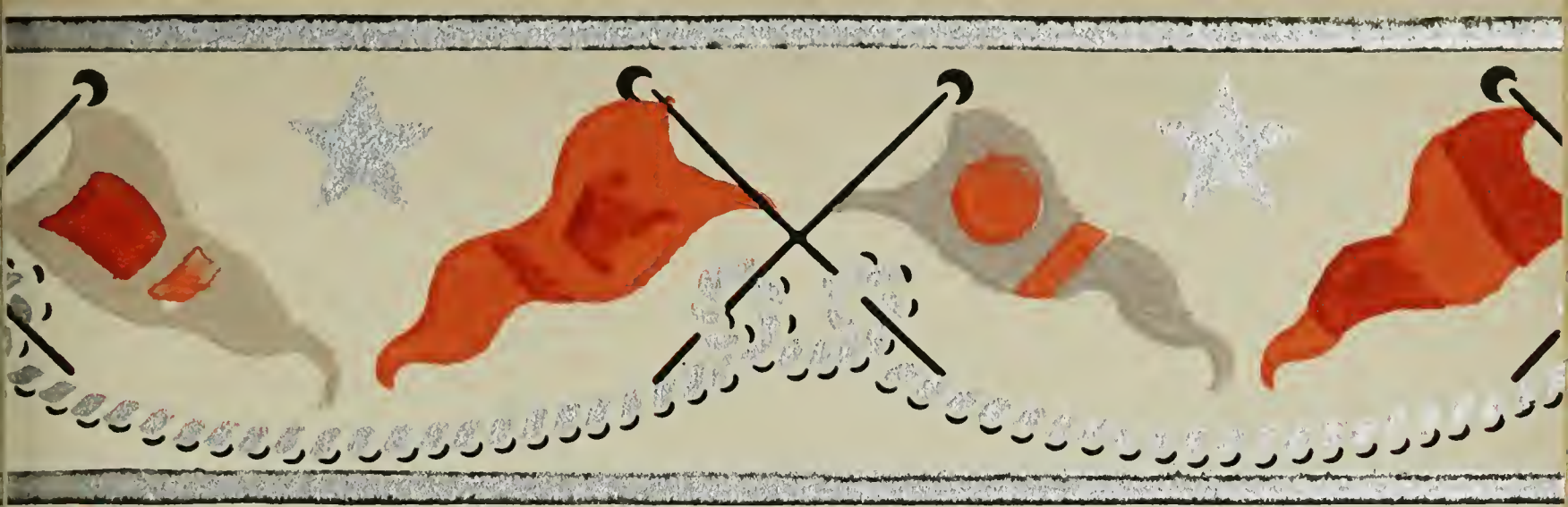
576 D 4033—BORDER TO MATCH. 1 7/8 inches wide. Shipping weight, per yard, 1 ounce. Price per yard... **5 1/2c**

576 D 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds..... **28c**

*The Cost of an Average 10 by 12 Foot Room is \$2.84 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1033







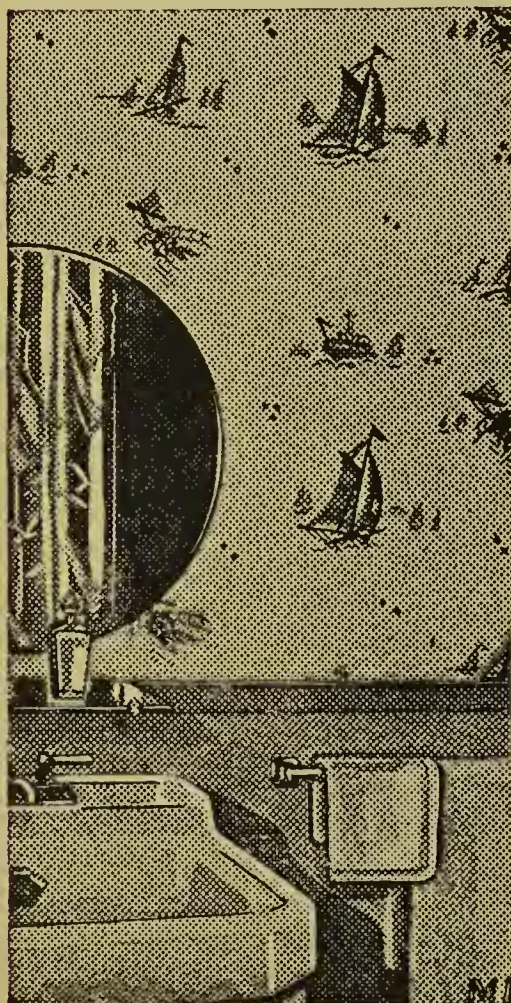
CHOOSE A GAY, NAUTICAL PAPER TO

# Give Your Rooms Sparkle

# 14c

A SINGLE ROLL

This pattern is sold only in double rolls,  
16 yards long, 18 inches wide.



*Better Quality*

- ★ FADEPROOF      ★ TRIM-EASY EDGE
- ★ WASHABLE      ★ HEAVY PAPER

A paper any boat-minded boy will want for his room. There are large boats and small boats, sailboats and power boats—in the gayest possible combination of red, black and gray. Use it in a playroom—you can easily find curtain and pillow material in boat patterns to make the room even more nautical. And, if you want an unusual kitchen or breakfast room paper—you'll find this most attractive. Of course, the boat pattern is in its element as a bathroom paper, especially when used with red curtains and towels. You needn't worry about water spots, because the paper is washable. The whole effect is topped off by a jaunty harmonizing border of ropes and pennants.

576 D 1032—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds . . . . . **28c**

576 D 4032—BORDER TO MATCH. 2½ inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . . **5½c**

576 D 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds . . . . . **28c**

*The Cost of an Average 10 by 12 Foot Room is \$2.84 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1032







MORE POPULAR THAN EVER BEFORE—

# Pink, In A New Dusty Hue

---

14<sup>c</sup>

A SINGLE ROLL

*Better Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$2.84 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

PINK, as delicate, as glowing as the inside of a sea-shell, makes the background of this lovely bedroom paper. Bedrooms are definitely "in the pink" this year—and small wonder . . . there is no color that makes a more cheerful, thoroughly delightful effect. This new dusty shade is soft enough so it's not glaring—yet vivid enough to create a feeling of warmth. Especially nice in a cold North or East room. If it's a large room, so much the better, because pink also makes a room seem smaller. A smart decorating hint is: Repeat the accent notes in the paper for curtains or bedspread. Another, is to paint your woodwork the shade of the deepest pink in the paper—you'll find it most attractive. If you're papering an adjoining bedroom, a charming paper that carries out this paper's green accents, is 576 D 1030 on Page 48.

576 D 1029—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 pounds . . . . 28<sup>c</sup>

576 D 4029—BORDER TO MATCH. 2½ inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . . . 5½<sup>c</sup>

576 D 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds . . . . 28<sup>c</sup>

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1029







SMART FLORAL STRIPE ON POWDER BLUE

# Climbs High in Favor

## 14<sup>c</sup>

A SINGLE ROLL

This pattern is sold only in double rolls,  
16 yards long, 18 inches wide.



*Better Quality*

★ FADEPROOF    ★ TRIM-EASY EDGE  
★ WASHABLE    ★ HEAVY PAPER

As crisp as a field of daisies, as modern as a penthouse, this paper will be a favorite—especially of brides. It looks as if it were made for a “first” home and brand new furniture. Yet any home would seem lovelier for its presence. It’s in your favorite, Blue, and it has a purpose. The stripe effect makes low ceilings lift miraculously to make a room more spacious. The graceful floral pattern, the soft blue are refreshing, cool, and equally at home in the bedroom or dining room. A companion paper is 576 D 1041 on Page 30.

★ *Blue*. Colors marked ★ match or harmonize with all starred colors. See Interior Decorating Page in Wards new Spring and Summer Catalog for explanation.

576 D 1028—SIDEWALL. Double roll, 16 yards long, 18 inches wide. Shipping weight, 2 lbs. . . . . 28<sup>c</sup>

576 D 4028—BORDER TO MATCH. 2 inches wide. Ship. wt., per yard, 1 ounce. Price per yard . . . . . 5½<sup>c</sup>

576 D 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt., 2 lbs. . . . . 28<sup>c</sup>

*The Cost of an Average 10 by 12 Foot Room is \$2.84 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1028



# Your Choice of 4 Colors

## *Better Quality*

★ FADEPROOF ★ TRIM-EASY EDGE  
★ WASHABLE ★ HEAVY PAPER

**14c**  
SINGLE ROLL

### PEACH

THE rich, warm color is especially nice in a North room. The softly subdued plaid pattern gives just the proper contrast to splashy designs in drapes or upholstery. Border shown on Sample on Page 54 is recolored to match this paper. Sidewall and Ceiling sold only in double rolls.

576 D 1127—SIDEWALL. Double Roll. 16 yds. long, 18 in. wide. Ship. wt. 2 lbs. **28c**

576 D 4127—BORDER. Cutout 4 in. wide. Ship. wt. per yard 1 oz. Price per yard **5½c**

576 D 881—WHITE CEILING. Harmonizes with sidewall. Double Roll. Shipping weight 2 pounds . . . . . **28c**

### GREEN

A SOFT, silvery Green that brings refreshing coolness to any room in your home. You'll find it especially harmonious with the rich brown of Maple furniture. Border shown on Sample on Page 54 is recolored to match this paper. Sidewall and Ceiling sold only in double rolls.

576 D 1227—SIDEWALL. Double Roll. 16 yds. long, 18 in. wide. Ship. wt. 2 lbs. **28c**

576 D 4227—BORDER. Cutout 4 in. wide. Ship. wt. per yard 1 oz. Price per yard **5½c**

576 D 881—WHITE CEILING. Harmonizes with sidewall. Double Roll. Shipping weight 2 pounds . . . . . **28c**

### YELLOW

Its bright color will penetrate the darkest corner in your home, making the room radiantly light. Plaid harmonizes with any other pattern you may have in your room. Border shown on Sample on Page 54 is recolored to match this paper. Sidewall and Ceiling sold only in double rolls.

576 D 1327—SIDEWALL. Double Roll. 16 yds. long, 18 in. wide. Ship. wt. 2 lbs. **28c**

576 D 4327—BORDER. Cutout 4 in. wide. Ship. wt. per yard 1 oz. Price per yard **5½c**

576 D 882—IVORY CEILING. Harmonizes with sidewall. Double Roll. Shipping weight 2 pounds . . . . . **28c**

### BLUE

BLUE is always a favorite—it harmonizes with so many other colors; it always looks fresh and crisp, and never becomes tiresome. Also makes a room seem larger. Border shown on Sample on Page 54 is recolored to match this paper. Sidewall and Ceiling sold only in double rolls.

576 D 1427—SIDEWALL. Double Roll. 16 yds. long, 18 in. wide. Ship. wt. 2 lbs. **28c**

576 D 4427—BORDER. Cutout 4 in. wide. Ship. wt. per yard 1 oz. Price per yard **5½c**

576 D 881—WHITE CEILING. Harmonizes with sidewall. Double Roll. Shipping weight 2 pounds . . . . . **28c**











HARMONIZES WITH ANY PATTERN—

# Striped Companion Paper

14<sup>c</sup>

A SINGLE ROLL

*Better Quality*

- ★ FADEPROOF
- ★ WASHABLE
- ★ TRIM-EASY EDGE
- ★ HEAVY PAPER

*The Cost of an Average 10 by 12-Foot Room is \$2.84 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

“WHAT are Companion Papers?” you ask. The new theme of Interior Decorating is to harmonize papers in color and pattern throughout your house. You wouldn’t wear colors that clash—nor would you wear two large patterns together. Now, with the aid of Companion Papers, you can plan your home as artistically, as carefully as you plan your clothes. A striped paper is the perfect Companion Paper because it goes with any type of pattern, and can be used in any room. This smart stripe is in antique white to harmonize with whatever color scheme you may have. Gay swag border adds a dash of color. Try using this with Paper No. 576 D 1051 on Page 34—you’ll find it a most effective scheme for a hall-bedroom, or hall-living room combination. If you prefer this pattern in another color, see Page 53.

576 D 1027—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight, 2 pounds. . . . 28<sup>c</sup>

576 D 4027—BORDER TO MATCH. Cutout 4 inches wide. Shipping weight per yard, 1 ounce. Price per yard . . . 5½<sup>c</sup>

576 D 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 pounds. . . . 28<sup>c</sup>

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1027







CHOOSE A RICH TAPESTRY PAPER TO

# Add a Note of Elegance

---

11c

A SINGLE ROLL

*Good Quality*

★ FADEPROOF

★ TRIM-EASY EDGE

★ STANDARD PAPER

*The Cost of an Average 10 by 12-Foot Room is \$2.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

DURING the Middle Ages, sumptuous tapestries adorned only the walls of castles. Gradually primitive wallpapers came into being—wall-coverings everyone could enjoy. Now, their styling has advanced so far that the most costly tapestries can be copied. While these papers retain the elegance of tapestry, they are adapted to our practical mode of living, and are much less expensive, much more useable. One of the most attractive is this paper in soft beige with hints of color. You'll find it adaptable to any color scheme, any type of furniture, and adding a note of gracious elegance to your rooms. A Companion Paper is No. 576 D 1049 on Page 36.

\*Beige. Colors marked with ★ match or harmonize with all starred colors. See Interior Decorating Page of Wards new Spring and Summer Catalog for explanation.

576 D 1022—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight, 2 pounds. . . . 22c

576 D 4022—BORDER TO MATCH. 2½ inches wide. Shipping weight per yard, 1 ounce. Price per yard . . . 5c

576 D 876—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 pounds. . . . 22c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1022







APPLE BLOSSOMS AGAINST PALE BLUE

# Bring Spring to a Room

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11c

A SINGLE ROLL

*Good Quality*

★ FADEPROOF

★ TRIM-EASY EDGE

★ STANDARD PAPER

*The Cost of an Average 10 by 12-Foot Room is \$2.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

SPRING will always be just around the corner, if you choose this paper for your bedroom. Imagine—you'll have the pleasure of looking at pale pink apple blossoms silhouetted against the blue sky the year around. The soft blue is a shade you'll never tire of—it makes your room seem cool and restful. It is especially refreshing in a South bedroom. You'll find this paper charming in your own room—adorable for your daughter's room because pink and blue are a little girl's own colors. For accent—use pink and white in curtains and bedspread. If papering another bedroom, see companion papers No. 576 D 1029—on Page 51, and No. 576 D 1059 on Page 17.

★ *Blue.* Colors marked ★ match or harmonize with all starred colors. See Interior Decorating Page in Wards new Spring and Summer Catalog for explanation.

576 D 1014—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight, 2 pounds . . . . . 22c

576 D 4014—BORDER TO MATCH. 2½ inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . . 5c

576 D 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 pounds . . . 22c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1014







SOFT YELLOW WITH BRIGHT FLOWERS—

# Makes Dark Rooms Light

11c

A SINGLE ROLL

*Good Quality*

★ FADEPROOF

★ TRIM-EASY EDGE

★ STANDARD PAPER

*The Cost of an Average 10 by 12-Foot Room is \$2.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

IF KITCHEN tasks seem like drudgery, a sure cure is new wallpaper—especially when it's a soft cream-yellow paper with frivolous little flowers. When four walls sing a gay color tune—dish-washing becomes almost a pleasure. The coloring of this paper makes your kitchen look radiantly light on the dullest days, and comfortably warm on cold winter days. The cheery shades in the gay flower pattern will go with any color scheme. They can easily be matched in curtains, towels and enamelware trim to make the room even brighter. The colorful harmonizing border is attractive not only at the ceiling, but also as an edging for shelves. This also makes a most effective breakfast room, dinette—even a bedroom—paper. The amazing part is—you can paper a whole room with this smart new paper for as little as \$2.34.

576 D 1024—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds. . . . . 22c

576 D 4024—BORDER TO MATCH. 2¼ inches wide. Shipping weight, per yard, 1 ounce. Price per yard. . . . . 5c

576 D 876—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds. . . . . 22c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1024







ALL-OVER LEAF PATTERN—WARM COLORS

# Make a Large Room Cozy

# 11<sup>c</sup>

A SINGLE ROLL

*Good Quality*

- ★ FADEPROOF
- ★ TRIM-EASY EDGE
- ★ STANDARD PAPER

*The Cost of an Average 10 by 12-Foot Room is \$2.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

WHY LET dingy walls depress you, when it's so easy to give them new zest, new interest with a few dollars worth of fresh wallpaper? Here's a paper with all the mellow beauty of autumn leaves to make your rooms friendly and hospitable. Because these shades of rust, green and brown emanate warmth and cheer, many women use them in their furnishings. You can easily harmonize the wallpaper to similar shades in rugs, draperies, and upholstery. If you're papering a large, high-ceilinged room, this paper is most effective. The large pattern and warm coloring seem to bring the walls in, to lower the ceiling—making the room seem cozy. Use it throughout your downstairs rooms—yours will be the kind friends call “such a comfortable home.” Or, to vary the scheme, use Companion paper No. 576 D 1049 on Page 36.

576 D 1021—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 pounds . . . . . 22c

576 D 4021—BORDER TO MATCH. 3¼ inches wide. Shipping weight per yard 1 ounce. Price per yard . . . . 5c

576 D 876—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds . . . . 22c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1021







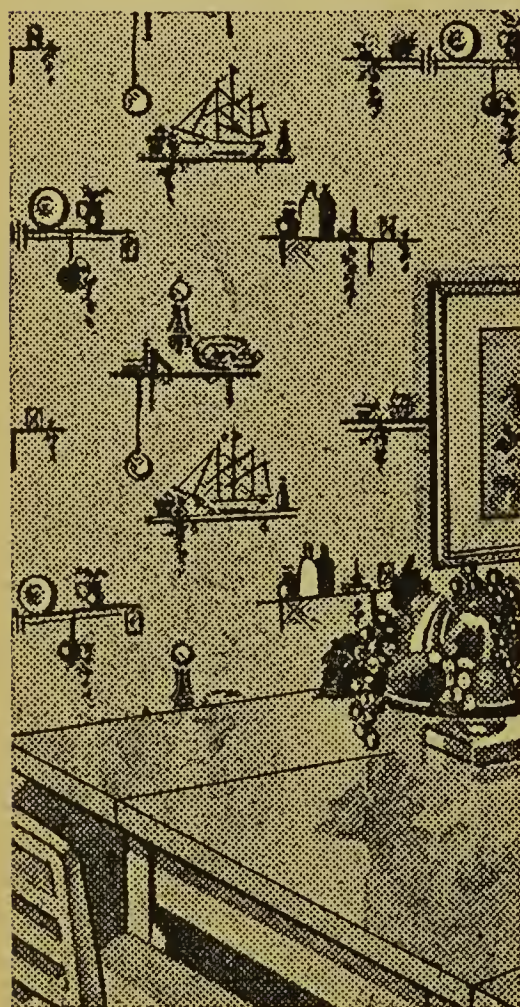
A PAPER REMINISCENT OF YESTERDAY—

# For Your Modern Kitchen

# 11c

A SINGLE ROLL

This pattern is sold only in double rolls,  
16 yards long, 18 inches wide.



*Good Quality*

★ FADEPROOF ★ TRIM-EASY EDGE  
★ STANDARD PAPER

A paper as new as tomorrow takes its inspiration from yesterday—the yesterday of plate-rails with quaint flowered plates and pots of trailing ivy—of banjo clocks—of clipper ships, and old leather-bound books. Your work will fly amidst these quaint reminders of Grandmother's day. The cheeriness and coziness of her kitchen is yours with this bright paper on your walls. In the popular kitchen shade, Red, the paper is easily matched in curtains, kitchenware and linoleum. To make the effect even more gay, have an old-fashioned red geranium or two blooming in the window. But, don't be hampered by this suggestion. If you'd like this paper in a breakfast nook, or playroom, or a child's room—it's charming for any of them.

576 D 1025—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Ship. wt. 2 lbs. . . . . **22c**

576 D 4025—BORDER TO MATCH. 2½ inches wide. Shipping weight per yard 1 ounce. Price per yard . . . **5c**

576 D 875—WHITE CEILING. Harmonizes with sidewall. Double Roll. Shipping weight 2 lbs. . . . . **22c**

*The Cost of an Average 10 by 12-Foot Room is \$2.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1025







# THE NEW "GRAYED" SHADE OF GREEN Has A Charming Freshness

# 11c

A SINGLE ROLL

This pattern is sold only in double rolls,  
16 yards long, 18 inches wide.



*Good Quality*

★ FADEPROOF ★ TRIM-EASY EDGE  
★ STANDARD PAPER

Greens are news—especially a soft “grayed” green which is combined here with a new shade—putty gray. This cool green paper, with its graceful floral pattern, is as fresh-looking as springtime itself—will make the darkest room seem light and airy, the smallest room seem more spacious. You’ll find the delicate shade equally charming in your dining room, hall, living room or bedroom—especially when combined with shades of rose or yellow. We suggest for an adjoining room, companion paper 576 D 1041 on Page 30, or 576 D 1241 on Page 29. ★*Green*. Colors marked ★ match or harmonize with all starred colors. See interior Decorating Page in Wards new Spring and Summer Catalog for explanation.

576 D 1020—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds. . . . **22c**

576 D 4020—BORDER TO MATCH. 2 $\frac{3}{8}$  inches wide. Shipping weight, per yard, 1 ounce. Price per yard. . . **5c**

576 D 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds. . . . **22c**

*The Cost of an Average 10 by 12-Foot Room is \$2.34 for Side-wall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1020







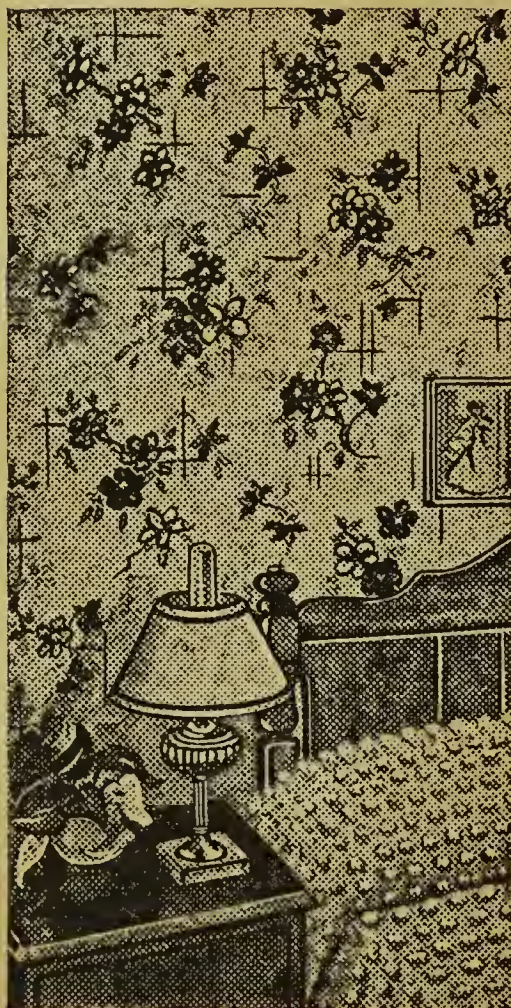
BLUE, GREEN AND A DASH OF PEACH—

# Color Sensation of 1940

# 11c

A SINGLE ROLL

This pattern is sold only in double rolls,  
16 yards long, 18 inches wide.



*Good Quality*

★ FADEPROOF ★ TRIM-EASY EDGE  
★ STANDARD PAPER

Even above pattern and style, color is important in your home. By a clever use of it, you can achieve any effect you want. You can make your home gaily informal—give it quiet dignity, or make it rich, luxurious. Any colors may be combined—if you use the right shades of each. Here's a long-neglected combination—green and blue—that decorators, taking a hint from Nature, are using lavishly in chintz, in cretonne, in wallpaper. This paper uses one of the loveliest of Nature's color schemes, blue flowers with soft green leaves, and a dash of peach. The white background is especially nice in a South bedroom where it gives a feeling of airiness, of space. Repeat the blue, green or peach in curtains and bedspread.

576 D 1018—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 pounds. . . **22c**

576 D 4018—BORDER TO MATCH. 2¼ inches wide. Shipping weight per yard 1 ounce. Price per yard . **5c**

576 D 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds. . . **22c**

*The Cost of an Average 10 by 12-Foot Room is \$2.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements and the Cost of Papering Your Own Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1018







A NEW DESIGN — A NEW SHADE COMBINE

# To Give A Bedroom Charm

11<sup>c</sup>

A SINGLE ROLL

*Good Quality*

★ FADEPROOF

★ TRIM-EASY EDGE

★ STANDARD PAPER

A WALLPAPER DESIGNER, in search of something new for a Flower design, chose the Morning Glory. He realized that Morning Glories are completely at home on the wall. Here is his creation—a froth of Morning Glories trailing over palest of dusty pink, the season's newest shade. What bedroom could fail to be charming with such beauty of soft color, of delicate design on its walls? You'll find this paper most effective in a North bedroom—it will cast a warm glow over the whole room. Touches of blue suggest blue for the bedspread, curtains, or paper for an adjoining bedroom. Two Companion Papers are 576 D 1028 on Page 52, and 576 D 1037 on Page 43.

★ *Rose*. Colors marked ★ match or harmonize with all starred colors. See Interior Decorating Page of Wards new Spring and Summer Catalog for explanation.

*The Cost of an Average 10 by 12-Foot Room is \$2.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

576 D 1019—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 pounds. . . . 22<sup>c</sup>

576 D 4019—BORDER TO MATCH. 4 inches wide. Shipping weight per yard, 1 ounce. Price per yard . . . . 5<sup>c</sup>

576 D 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight per roll, 2 pounds. . . . 22<sup>c</sup>

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1019







# TURN DULL WORK INTO PLAY IN A Bright, Cheery Kitchen

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# 11c

A SINGLE ROLL

*Good Quality*

- ★ FADEPROOF
- ★ TRIM-EASY EDGE
- ★ STANDARD PAPER

*The Cost of an Average 10 by 12-Foot Room is \$2.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

"YOUR kitchen may be your workshop—but it needn't look like one." A few years ago this thought came to someone—and immediately Interior Decorators busied themselves with the problem of brightening the kitchen. Naturally, their first thought was of Mexico, and its tradition of gay color. Now the Mexican influence shows itself in colorful pottery dishes, in amusing wallpapers. Here's an adaptation of the Mexican style in a paper that'll make you sing while you work. In warm yellow—your kitchen will be sunshiny all day long. Decorated with all sorts of quaint things—from fat little teapots and bristling cactus plants, to bowls of flowers—all in gay Mexican colors. An attractive rainbow-striped border tops it off. If you are papering a breakfast nook or playroom, you'll find this paper is just what you want.

576 D 1026—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight, 2 pounds. . . . 22c

576 D 4026—BORDER TO MATCH. 1½ inches wide. Shipping weight per yard, 1 ounce. Price per yard : . . . 5c

576 D 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 pounds. . . . 22c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1026







TO MAKE A ROOM CHARMING AND DAINTY

# Choose Delicate Pastels

11c

A SINGLE ROLL

*Good Quality*

★ FADEPROOF

★ TRIM-EASY EDGE

★ STANDARD PAPER

*The Cost of an Average 10 by 12-Foot Room is \$2.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

DAINTINESS and complete femininity is the birthright of all women. And where is a woman's personality more clearly expressed than by her own room? As wallpaper furnishes the background for a room, one should be especially careful in selecting it. Here's a softly colored flower-patterned paper that's sure to appeal to even the most fastidious taste. Delicate pastels on ivory give your bedroom the freshness of flowers after a spring rain. And light colors always make a room seem larger, too. The many shades give you unlimited color possibilities for frilly curtains, bedspread, rugs and lamps. You won't tire of this paper because it blends so beautifully with the furnishings of your room, it never attracts too much attention. If you're papering two bedrooms, No. 576 D 1030 on Page 48 makes a charming companion paper.

576 D 1015—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight, 2 pounds . . . . . **22c**

576 D 4015—BORDER TO MATCH. 2¾ inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . . . . **5c**

576 D 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 pounds . . . . . **22c**

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1015







BRING NEW LIFE TO DRAB WALLS WITH

# Orchids on the Budget

# 11c

A SINGLE ROLL

This pattern is sold only in double rolls,  
16 yards long, 18 inches wide.



*Good Quality*

★ FADEPROOF ★ TRIM-EASY EDGE

★ STANDARD PAPER

You'll wake with a smile, if your first glance falls on soft orchid walls. It's a color that's restful, cool and altogether pleasant to gaze on. Graceful sprays of flowers in peach, green and yellow are a bright contrasting note. And, incidentally, these shades provide charming color possibilities for curtains and bedspread. It's a paper you'll like especially in a South bedroom, where coolness is essential, but it is lovely in any bedroom. A paper that has that "expensive look," yet you can paper an average size room with it for only \$2.34. A charming companion paper, in contrasting green, suggested for an adjoining bedroom is 576 D 1030 on Page 48, or 576 D 1141 on Page 29.

576 D 1016—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 lbs. . . . . **22c**

576 D 4016—BORDER TO MATCH. 3 inches wide. Shipping weight, per yard, 1 ounce. Price per yard. . . . **5c**

576 D 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Ship. weight 2 lbs. . . . . **22c**

*The Cost of an Average 10 by 12 Foot Room is \$2.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1016







A PAPER THAT'S GAY, PRACTICAL—

# And Easy on the Budget

11c

A SINGLE ROLL

*Good Quality*

★ FADEPROOF

★ TRIM-EASY EDGE

★ STANDARD PAPER

Most housewives spend at least 5 hours of every day in the kitchen. Yet so many kitchens are quite drab. You'll be surprised how quickly the hours will fly, if your kitchen is cheerful. The best tonic for a gloomy kitchen is bright, new wallpaper. Here's one of our nicest kitchen papers in light wood tones, patterned to look like a bloc print. The wood graining is not only smart—it's practical. You'll find spots and dirt won't show easily. Scattered over the paper are bowls of bright-colored flowers. Hang pots filled with real flowers or plants, or perch some on a window ledge. The effect will be so enchanting, you'll wish you could spend ten hours a day in the kitchen. If you have a breakfast room or play room that needs a lift, this is the paper you want. And, Wards low price saves you enough to paper an extra room.

*The Cost of an Average 10 by 12-Foot Room is \$2.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

576 D 1023—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight, 2 pounds. . . . 22c

576 D 4023—BORDER TO MATCH. 2¼ inches wide. Shipping weight per yard, 1 ounce. Price per yard . . . 5c

576 D 876—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 pounds. . . . 22c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1023



A P A T T E R N S U I T A B L E F O R A N Y R O O M

# In Four Popular Shades

*Good Quality*

★ FADEPROOF    ★ TRIM-EASY EDGE  
★ STANDARD PAPER

**11c** SINGLE ROLL

## DUSTY PINK

A new shade, warm dusty Pink, gives rooms an air of friendliness. The tiny pattern makes a small room seem larger. May be used in a bedroom or bathroom. Border shown on Page 69 is re-colored to match this paper. Sidewall and ceiling are sold only in double rolls.

576 D 1112—SIDEWALL. Double Roll, 16 yds. long, 18 in. wide. Ship. wt. 2 lbs. **22c**

576 D 4112—BORDER. 2½ in. wide. Ship. wt. per yard, 1 oz. Price per yard . . **5c**

576 D 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds : . . . . **22c**

## GREEN

Soft Green, a popular wallpaper shade, lends an air of cool restfulness to a room. You'll like it in a hall or bedroom. And, the small pattern is perfect for a dormer room. Border shown on Page 69 is re-colored to match this paper. Sidewall and ceiling sold only in double rolls.

576 D 1212—SIDEWALL. Double Roll, 16 yds. long, 18 in. wide. Ship. wt. 2 lbs. **22c**

576 D 4212—BORDER. 2½ in. wide. Ship. wt. per yard, 1 oz. Price per yard . . **5c**

576 D 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds . . . . . **22c**

## YELLOW

Will make your darkest room radiantly light and cheerful. The tiny diagonal pattern is new and smart. Use it in a North bedroom, a dark hall, in the kitchen. Border shown on Page 69 is re-colored to match this paper. Sidewall and ceiling are sold only in double rolls.

576 D 1312—SIDEWALL. Double Roll, 16 yds. long, 18 in. wide. Ship. wt. 2 lbs. **22c**

576 D 4312—BORDER. 2½ in. wide. Ship. wt. per yard, 1 oz. Price per yard . . **5c**

576 D 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds . . . . . **22c**

## BLUE

A lovely shade of Blue for any one of your bedrooms. Or it makes an attractive dining room paper—the diagonal goes with any pattern in an adjoining room. Border shown on Page 69 is re-colored to match this paper. Sidewall and ceiling are sold only in double rolls.

576 D 1412—SIDEWALL. Double Roll, 16 yds. long, 18 in. wide. Ship. wt. 2 lbs. **22c**

576 D 4412—BORDER. 2½ in. wide. Ship. wt. per yard, 1 oz. Price per yard . . **5c**

576 D 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds . . . . . **22c**











# THE SMARTEST OF GAY NEW DESIGNS FOR A Red and White Kitchen

---

# 11<sup>c</sup>

A SINGLE ROLL

*Good Quality*

- ★ FADEPROOF
- ★ TRIM-EASY EDGE
- ★ STANDARD PAPER

*The Cost of an Average 10 by 12-Foot Room is \$2.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

HALF the women interviewed in our Wallpaper Survey said they liked white kitchen walls, because they make a room look spotless. The next highest percentage of women wanted lots of red in kitchen paper to give the room a cheerful air. So we designed a kitchen paper to please all women—a combination of red and white. The snowy white paper is patterned with a tiny red motif, and criss-crossed with silver. Your kitchen will not only look immaculate, but bright and gay as well. The red will match curtains or red trim on enamelware. To carry on the color scheme, use the border paper to trim shelves. You can use this in a blue, or black and white kitchen for an interesting contrast. Also an attractive bathroom or breakfast nook paper. On Page 68 this pattern is in four other colors.

576 D 1012—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight, 2 pounds . . . . . 22<sup>c</sup>

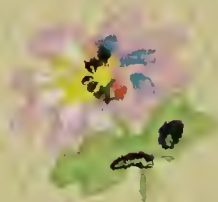
576 D 4012—BORDER TO MATCH. 2½ inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . . . . 5<sup>c</sup>

576 D 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 pounds . . . . . 22<sup>c</sup>

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1012







TINY OLD-FASHIONED FLORAL PATTERN—

# Quaint for Dormer Rooms

11c

A SINGLE ROLL

*Good Quality*

★ FADEPROOF

★ TRIM-EASY EDGE

★ STANDARD PAPER

SUCH QUIANT little flowers should really be looking down on Colonial maids in ruffled pantalettes and hoop skirts. The next best place for this prettily old-fashioned paper is in your tiniest bedroom with the antiques you may have stored away in the attic. However, its simplicity makes it a paper charmingly adaptable to almost any style furniture. The tiny pattern gives a small room more size; the gay flowers suggest many colors for curtains and bedspreads. You'll find it especially attractive in a dormer room—paper up the slope of the wall—broken lines seem to disappear under the evenness of the tiny pattern. Or, carry the paper right across the ceiling—it gives the room a quaint handbox effect. A silver stripe in the plaid background gives walls a faint silvery sheen. A paper you'll never tire of living with.

*The Cost of an Average 10 by 12-Foot Room is \$2.34 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

576 D 1013—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds . . . . . 22c

576 D 4013—BORDER TO MATCH. 2 $\frac{3}{8}$  inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . . . 5c

576 D 876—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds . . . . . 22c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1013







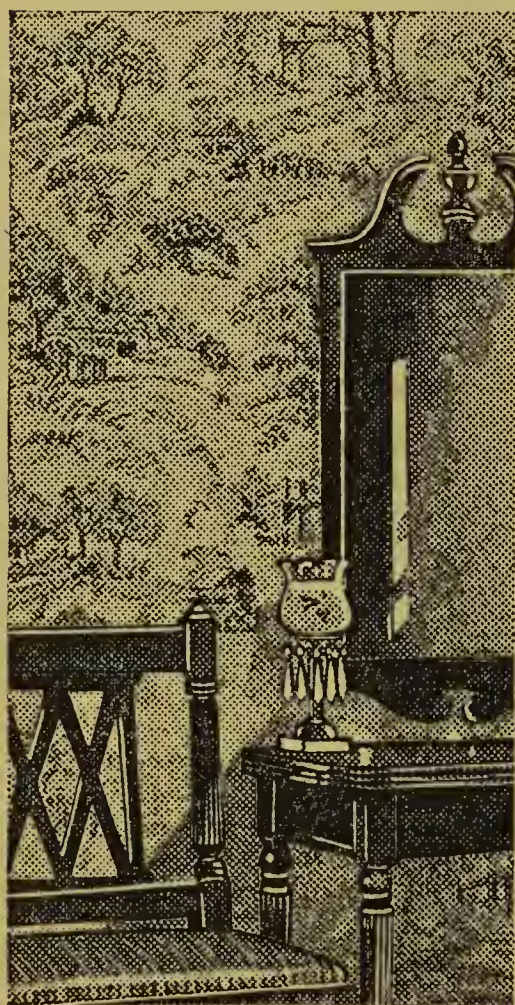
WARM COLORS AND PICTURESQUE SCENES

# Make Halls Say "Welcome"

## 8c

A SINGLE ROLL

This pattern is sold only in double rolls,  
16 yards long, 18 inches wide.



*Good Quality*

★ FADEPROOF ★ TRIM-EASY EDGE

★ STANDARD PAPER

The kind of paper that's loved by young and old alike—its pictures tell a story as interesting as a country ride on a warm October day. It has the simple "homey" quality that is the keynote of our American tradition. Its rich autumn coloring makes a home warmly inviting. The ideal place to hang this paper is in your hall where it seems to say, "Won't you come in?" to everyone who crosses your threshold. So full of color and interest is this paper that vast expanses of bare wall disappear under it—even a large hall becomes snug and intimate. Of course, you can use this paper wherever you choose—it will make all your rooms more liveable.

576 D 1008—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 lbs. . . . . 16c

576 D 4008—BORDER TO MATCH. 2 $\frac{5}{8}$  inches wide. Ship. wt. per yard, 1 ounce. Price per yard. . . . . 4 $\frac{1}{2}$ c

576 D 601—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. . . . . 16c

*The Cost of an Average 10 by 12 Foot Room is \$1.84 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1008







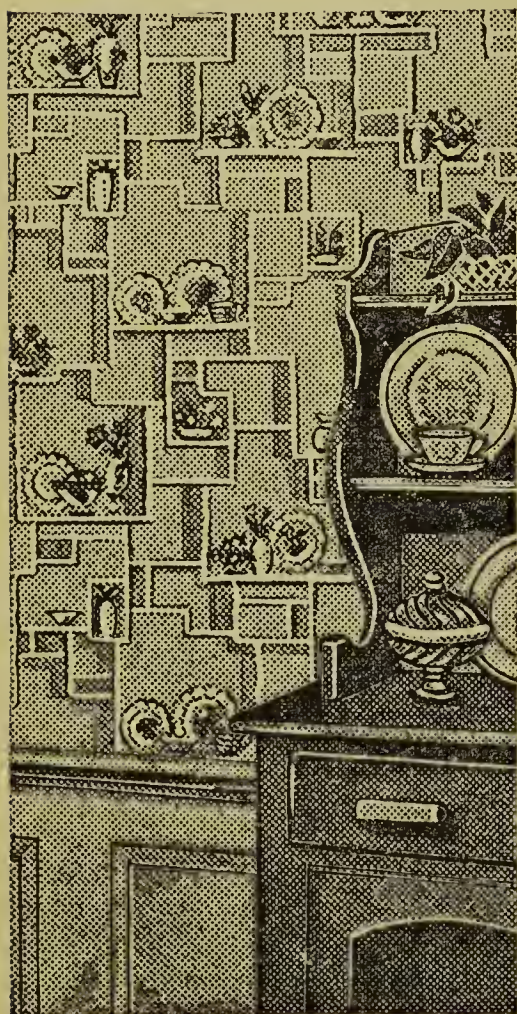
A NEW, ATTRACTIVE "PICTURE PAPER"

# For Your Green Kitchen

8c

A SINGLE ROLL

This pattern is sold only in double rolls,  
16 yards long, 18 inches wide.



*Good Quality*

★ FADEPROOF ★ TRIM-EASY EDGE

★ STANDARD PAPER

"Picture papers" have long been favorites for kitchens because they lend color and interest—give you something pleasant to look at while you're working. The newest treatment in "picture papers" employs kitchen utensils, plates with gay fruit and flower patterns, bowls of flowers—anything that's bright, amusing and cheerful. Here's a paper designed for you who have the popular "green kitchen." In soft green with a suggestion of tile patterning and gleaming accents of silver—your kitchen will look cool on the hottest days. The green is easily matched in kitchenware—the orange and yellow, repeated in curtains or towels, make a most cheerful effect. Also may be used in breakfast nook, or playroom.

576 D 1010—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 pounds. . . 16c

576 D 4010—BORDER TO MATCH. 2½ inches wide. Shipping weight per yard 1 ounce. Price per yard . 4½c

576 D 600—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds. . . 16c

*The Cost of an Average 10 by 12-Foot Room is \$1.84 for Sidewall, Border and Ceiling. To Estimate Your Requirements and the Cost of Papering Your Own Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1010







# Add Zest To A Kitchen

8c

A SINGLE ROLL

*Good Quality*

★ FADEPROOF

★ TRIM-EASY EDGE

★ STANDARD PAPER

*The Cost of an Average 10 by 12-Foot Room is \$1.84 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

WHEN kitchen wallpapers first came into being, they were designed to look like tile. Many versions of this design have found increasing popularity in the last few years. During our Wallpaper Survey, the favorite patterns selected were those with a suggestion of tile patterning or some other type of geometric design. This preference seems only natural as neatness and cleanness of design fit our idea of a kitchen—the spotlessly clean room where food is prepared. Here's a new kitchen paper with a neat pattern of bright-colored squares that spells cleanliness because so much of its ivory background shows. Gay Fiesta shades harmonize with any colors you have in curtains, kitchenware or linoleum. Kitchen tasks seem more interesting, and take less time, when you work in surroundings made cheerful by this bright wallpaper.

576 D 1011—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 pounds. . . . 16c

576 D 4011—BORDER TO MATCH. 2½ inches wide. Shipping weight per yard, 1 ounce. Price per yard . . . 4½c

576 D 600—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight per roll, 2 pounds. . . . 16c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1011







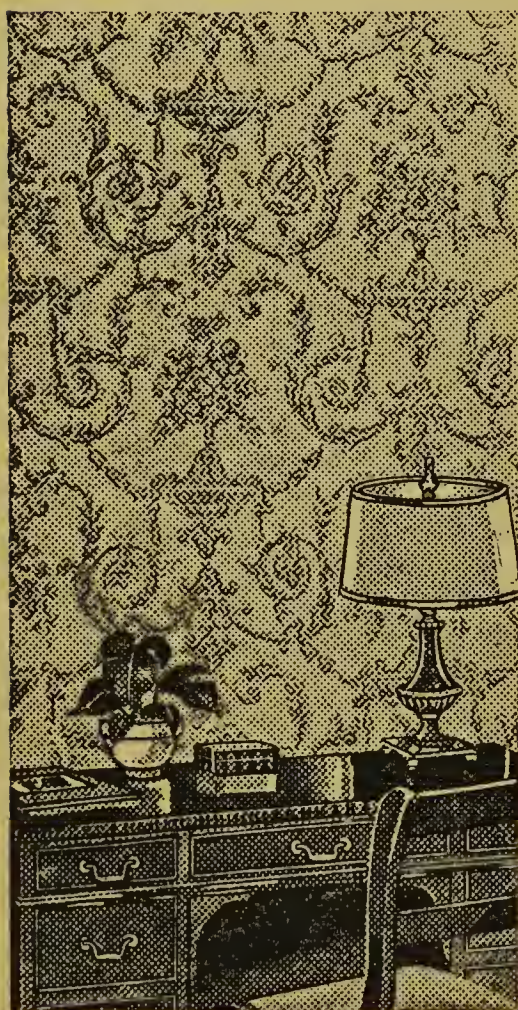
NEW TREATMENT OF FORMAL URN MOTIF

# Correct For Any Home

8c

A SINGLE ROLL

This pattern is sold only in double rolls,  
16 yards long, 18 inches wide.



*Good Quality*

★ FADEPROOF ★ TRIM-EASY EDGE

★ STANDARD PAPER

As the classical school of Ancient Greece has played an important role in the history of art, and architecture, so has it influenced the history of wallpaper designing. A favorite design, in this formal tradition, is the urn and flower motif. Here is a new treatment of this design—made softer by glints of color—correct for both formal and informal homes. Its background is Beige—a popular shade for modern walls—you'll find it a color that makes your home warmly livable. The many shades in the paper give a wide color choice for furnishings.

★*Beige*. Colors marked ★ match or harmonize with all starred colors. See Interior Decorating Page in Wards new Spring and Summer Catalog for explanation.

576 D 1009—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 pounds . . 16c

576 D 4009—BORDER TO MATCH. 2½ inches wide. Shipping weight per yard 1 ounce. Price per yard . . 4½c

576 D 601—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds. . . 16c

*The Cost of an Average 10 by 12-Foot Room is \$1.84 for Sidewall, Border and Ceiling. To Estimate Your Requirements and the Cost of Papering Your Own Room, See Chart on Page 86.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1009







A TINY ROSEBUD PATTERN IS PERFECT

# For the Small Bedroom

8c

A SINGLE ROLL

*Good Quality*

★ FADEPROOF

★ TRIM-EASY EDGE

★ STANDARD PAPER

*The Cost of an Average 10 by 12-Foot Room is \$1.84 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

DECORATING Rule Number One: Small bedrooms need small patterned wallpaper to make them seem more spacious. This paper, festooned with tiny knots of rosebuds, is as quaintly pretty as an old-fashioned rose garden. The background of pale blue is not only a well-loved color, but it is a color with a purpose. It creates an atmosphere of coolness, of repose, and it, too, gives a feeling of space. If you have a small, South room that seems stuffy and airless, this paper is just the thing for it. Or, your daughter will love it in her room, with fluffy white curtains, and a frilly dressing table. A lovely companion paper for an adjoining bedroom is 576 D 1029 on Page 51. ★*Blue*: Colors marked ★ match or harmonize with all starred colors. See Interior Decorating Page in Wards new Spring and Summer Catalog for explanation.

576 D 1006—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds. . . . . 16c

576 D 4006—BORDER TO MATCH. 2¼ inches wide. Shipping weight per yard 1 ounce. Price per yard . . . . . 4½c

576 D 600—WHITE CEILING. Harmonizes with the side-wall. Double Roll. Shipping weight 2 pounds . . . . . 16c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1006







MAKES SOUTH ROOMS COOL AND AIRY—

# Makes Tiny Rooms Larger

8c

A SINGLE ROLL

*Good Quality*

★ FADEPROOF

★ TRIM-EASY EDGE

★ STANDARD PAPER

*The Cost of an Average 10 by 12-Foot Room is \$1.84 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

NOSEGAYS, as old-fashioned—as gayly colored, as those on Grandmother's hand-painted china, decorate this charming bedroom paper. The white background and dainty pattern both give an effect of airiness, of space to the small bedroom. If you've a stuffy South room, you'll find this paper most refreshing—walls look shimmeringly cool when light catches the silvery background pattern. Whatever color scheme you have now, or intend to choose for curtains or bedspread, will be sure to blend with the many-shaded flowers in the wallpaper. Best of all, as little as \$1.84 will furnish enough wallpaper to turn a drab room into a lovely new room—one that will be the envy of all your friends—one you'll enjoy living with. For an attractive contrasting companion paper, see 576 D 1127, or 576 D 1227 on Page 53.

576 D 1005—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight, 2 pounds . . . . . 16c

576 D 4005—BORDER TO MATCH. 3 inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . . . 4½c

576 D 600—WHITE CEILING. Harmonizes with the side-wall. Double Roll. Shipping weight 2 pounds . . . . . 16c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1005







FOR AS LITTLE AS \$1.84 YOU CAN

# Make a Room Seem New

8c

A SINGLE ROLL

*Good Quality*

★ FADEPROOF

★ TRIM-EASY EDGE

★ STANDARD PAPER

If you're dissatisfied with some of your rooms—if you'd like to make them fresh and sparkling, yet don't want to put a great deal of money into them—new wallpaper is the solution. Wallpaper covers about three-quarters of the surface of every room. If three-quarters of your room is fresh and colorful, the whole room takes on a new appearance. Lovely walls, more than any other decorating factor, help to make rooms attractive. This soft ivory paper, with its bright sprigs of flowers, will add warmth and beauty to any room. Curtains, rugs and upholstery will take on new life from the gay colors in the flowers. The silvered background pattern gives it a rich sheen that makes your walls gleam. Your Spring re-decorating won't cost as much as a new hat. And, you'll have a lovely new room the whole family can enjoy.

*The Cost of an Average 10 by 12-Foot Room is \$1.84 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

576 D 1007—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight, 2 pounds. . . . 16c

576 D 4007—BORDER TO MATCH. 2¾ inches wide. Shipping weight per yard, 1 ounce. Price per yard . . . 4½c

576 D 601—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 pounds. . . . 16c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1007



DAINTY FLOWERED PLAID PAPER IN

# Your Choice of 3 Colors

*Good Quality*

★ FADEPROOF ★ TRIM-EASY EDGE  
★ STANDARD PAPER

8<sup>c</sup>  
SINGLE ROLL

## GREEN

A quaint little flower pattern on Green that's especially nice with Early American furnishings. The color is refreshingly cool in a South room. A paper that's lovely in bedroom, hall or breakfast room. Border shown on Page 79 is re-colored to match this paper. Sidewall and ceiling are sold only in double rolls.

576 D 1104—SIDEWALL. Double Roll, 16 yds. long, 18 in. wide. Ship. wt. 2 lbs. 16<sup>c</sup>

576 D 4104—BORDER. 2¼ in. wide. Shipping weight, per yard, 1 oz. Yard . . . 4½<sup>c</sup>

576 D 600—WHITE CEILING. Harmonizes with sidewall. Double Roll. Shipping weight 2 pounds . . . . . 16<sup>c</sup>

## DUSTY PINK

One of the nicest of the new "dusty" shades. A soft color that makes rooms glow with warmth. You'll like it especially in a North room. It may be used in a bedroom, hall, even in a bathroom. Border shown on Page 79 is re-colored to match this paper. Sidewall and ceiling are sold only in double rolls.

576 D 1204—SIDEWALL. Double Roll, 16 yds. long, 18 in. wide. Ship. wt. 2 lbs. 16<sup>c</sup>

576 D 4204—BORDER. 2¼ in. wide. Ship. wt. per yard, 1 ounce. Yard . . . . . 4½<sup>c</sup>

576 D 600—WHITE CEILING. Harmonizes with sidewall. Double Roll. Shipping weight 2 pounds . . . . . 16<sup>c</sup>

## BLUE

Here's a new version of Blue—the ever-popular bedroom shade. Crisp white flowers are scattered over a soft plaid background. The color and the tiny pattern both make a room seem larger, airier. Border shown on Page 79 is re-colored to match this paper. Sidewall and ceiling are sold only in double rolls.

576 D 1304—SIDEWALL. Double Roll, 16 yds. long, 18 in. wide. Ship. wt. 2 lbs. 16<sup>c</sup>

576 D 4304—BORDER. 2¼ in. wide. Shipping weight, per yard, 1 ounce . . Yard 4½<sup>c</sup>

576 D 600—WHITE CEILING. Harmonizes with sidewall. Double Roll. Shipping weight 2 pounds . . . . . 16<sup>c</sup>











CHARMING YET INEXPENSIVE—YOU CAN

# Buy It With Pin Money

8c

A SINGLE ROLL

*Good Quality*

★ FADEPROOF

★ TRIM-EASY EDGE

★ STANDARD PAPER

As PRETTY and prim as a Victorian miss is this tiny flower pattern with its neatly criss-crossed background. You'll love it in a tiny bedroom with antique furniture. Use fluffy curtains, a tufted spread . . . the effect will be irresistibly quaint. Yet its simplicity makes it a paper usable in any room. The cream-yellow color would lighten a dark hall, give warmth to a North room. The small pattern makes a room seem much more spacious. In a dormer room, carry the paper up the slope of the wall—the tiny pattern seems to smooth out broken lines in a room, making an unusual and attractive effect. And, here's a pleasant surprise—you can paper a whole room for as little as \$1.84. You'll find this pattern in three other colors on Page 78. A companion paper suggestion is 576 D 1212 or 576 D 1412 on Page 68.

*The Cost of an Average 10 by 12-Foot Room is \$1.84 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

576 D 1004—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds . . . . . 16c

576 D 4004—BORDER TO MATCH. 2¼ inches wide. Shipping weight per yard, 1 ounce. Price per yard . . . . . 4½c

576 D 600—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds . . . . . 16c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1004







A PAPER THAT'S EASY TO LIVE WITH—

# Soft-Hued Shadow Plaid

## 8c

A SINGLE ROLL

*Good Quality*

★ FADEPROOF

★ TRIM-EASY EDGE

★ STANDARD PAPER

*The Cost of an Average 10 by 12-Foot Room is \$1.84 for Sidewall, Border and Ceiling. To Estimate Your Requirements, and the Cost of Papering Your Own Room, See Chart on Page 86.*

COMBINES two favorites—Beige for a Color—Plaid for a Pattern. This combination will long be popular because it has the most important elements of a pleasing wallpaper—beauty and useability. The delicate beige with its many shaded accents combines beautifully with whatever color scheme you have in your home. The subtly suggested plaid is useable with florals, stripes or geometric patterns in drapes or upholstery. Because the pattern is so indistinct, the room seems much larger. On the walls, the paper seems subdued—brings out the full beauty of colors and patterns within the room. An attractive companion paper is No. 576 D 1050 on Page 35.

★*Beige.* Colors marked ★ match or harmonize with all starred colors. See Interior Decorating Page in Wards new Spring and Summer Catalog for explanation.

576 D 1003—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight, 2 pounds. . . . 16c

576 D 4003—BORDER TO MATCH. 2¾ inches wide. Shipping weight per yard, 1 ounce. Price per yard . . . 4½c

576 D 600—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight, 2 pounds. . . . 16c

This pattern is sold only in double rolls, which are 16 yards long, and 18 inches wide. The single roll price is quoted so that you may compare Wards Wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN No. 576 D 1003







GAY KITCHEN TILE PATTERN OFFERED IN

# A Choice of 2 Qualities

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A SMART TILE PATTERN that will give your kitchen or bathroom a clean, fresh appearance. The gay accents of orange and green are carried out in an attractive matching border. You have a choice of two Qualities, two Prices. For 5c a single roll, you may have our Economy Quality, which is *Not Fadeproof* but offers the greatest savings right now. 1c more a single roll buys Good Quality (like sample) which offers the greatest economy over a period of years. Because it has been treated with an extra coat of paint—making its colors brighter and *Fadeproof*, Good Quality gives longer service.

**This Paper Furnished in a Choice of 2 Qualities**

*Economy Quality*

5<sup>c</sup>  
SINGLE ROLL  
(NOT SHOWN)

**THIS QUALITY IS NOT FADEPROOF**

*Good Quality*

6<sup>c</sup>  
SINGLE ROLL  
(LIKE SAMPLE)

**THIS QUALITY IS FADEPROOF**

576 D 1102—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 lbs. . . **10c**

576 D 4002—BORDER. 2½ inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . . . **3½c**

576 D 873—IVORY CEILING. Harmonizes with the Sidewall. Double Roll. Shipping wt. 2 lbs. . . **10c**

576 D 1002—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 lbs. . . **12c**

576 D 4002—BORDER. 2½ inches wide. Shipping weight, per yard, 1 ounce. Price per yard . . . . **3½c**

576 D 874—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping wt. 2 lbs. . . **12c**

*This pattern is sold only in Double Rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.*

**SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1002**







LOWEST PRICE—GREATEST VALUE IN

# A Smart Floral Pattern

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THIS PAPER actually sells for as much as 10c to 15c more a roll in local wallpaper stores. Buy this smart floral paper at Wards low prices—you'll find you can save enough to help paper another room. It's a paper you'll like in your living room as well as in your bedroom—its bright colors go with any color scheme. We offer this paper in two qualities. For 5c you may have *Economy Quality* which is *Not Fadeproof*. For 1c more per single roll you may get our *Good Quality* (like sample) which is fully *Fadeproof* and its extra coating of paint makes the colors brighter. You'll find *Good Quality* paper a much better buy because it will give you many seasons of dependable service.

## This Paper Furnished in a Choice of 2 Qualities

*Economy Quality*

5c  
A SINGLE ROLL  
(NOT SHOWN)

THIS QUALITY IS NOT FADEPROOF

*Good Quality*

6c  
A SINGLE ROLL  
(LIKE SAMPLE)

THIS QUALITY IS FADEPROOF

576 D 1101—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Ship. wt. 2 lbs. . . 10c

576 D 4001—BORDER TO MATCH. 2¾ inches wide. Ship. wt. per yard, 1 oz. Price per yard 3½c

576 D 873—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt. 2 lbs. 10c

576 D 1001—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping wt. 2 lbs. 12c

576 D 4001—BORDER TO MATCH. 2¾ inches wide. Ship. wt. per yard, 1 oz. Price per yard 3½c

576 D 874—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt. 2 lbs. 12c

*This pattern is sold only in Double Rolls, 16 yards long, 18 inches wide. Single Roll price is quoted so you may compare Wards wallpaper prices with others.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1001







THIS SMART PAPER IS OFFERED IN

# Two Qualities—Two Prices

AN ATTRACTIVE paper with the popular "rough-textured" look. Makes a harmonious background for any type of furniture or color scheme. Because the pattern is subdued—a small room seems larger. The rich Tan brings warmth into a large, cold room—reduces it to cozy informality. For your convenience, we offer a choice of two qualities. The colors of Economy Quality are *Not Fadeproof*. If you re-decorate often, you'll find it quite adequate. However, for 10c to 15c more per room, you may enjoy the dependable service of our Good Quality paper (like sample). Economy Quality resembles sample except that Good Quality has an extra coating of paint—making colors brighter and *Fadeproof*.

## This Paper Furnished in a Choice of 2 Qualities

### *Economy Quality*

**5<sup>c</sup>**  
A SINGLE ROLL  
(NOT SHOWN)

THIS QUALITY IS NOT FADEPROOF

576 D 1100—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. **10<sup>c</sup>**

576 D 4000—BORDER. 2½ inches wide. Shipping weight per yard 1 ounce. Price per yard . **3½<sup>c</sup>**

576 D 873—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping wt. 2 lbs. **10<sup>c</sup>**

### *Good Quality*

**6<sup>c</sup>**  
A SINGLE ROLL  
(LIKE SAMPLE)

THIS QUALITY IS FADEPROOF

576 D 1000—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 lbs. **12<sup>c</sup>**

576 D 4000—BORDER. 2½ inches wide. Shipping weight per yard 1 ounce. Price per yard . **3½<sup>c</sup>**

576 D 874—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping wt. 2 lbs. **12<sup>c</sup>**

*This pattern is sold only in Double Rolls, 16 yards long, 18 inches wide. Single Roll price is quoted so you may compare Wards wallpaper prices with others.*

SEE FRONT OF THIS SHEET FOR PATTERN No. 576D1000







ON THE FRONT OF THIS SHEET ARE

# 4 Pastel Ceiling Papers

---

8c

SINGLE ROLL

*Good Quality*

★ FADEPROOF ★ TRIM-EASY EDGE

★ STANDARD PAPER

## PEACH

A SOFT, warm shade of Peach, with a silvery pattern to give your ceilings sparkling new beauty. This shade is a smart contrast to green, blue or beige sidewalls. It's so inexpensive—you can paper a ceiling for as little as 32c. This paper is sold only in double rolls.

### PEACH CEILING

576 D 602—Shown on front of this sheet.  
Double Roll, 16 yards long, 18 inches wide.  
Shipping weight 2 pounds..... **16c**

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## GREEN

PASTEL ceilings are definitely smart—especially when contrasted to the sidewall paper. This lovely, cool shade of Green makes a charming contrast to yellow, orchid or peach sidewalls. And, this paper is priced to fit every purse. It is sold only in double rolls.

### GREEN CEILING

576 D 603—Shown on front of this sheet.  
Double Roll, 16 yards long, 18 inches wide.  
Shipping weight 2 pounds..... **16c**

---

## IVORY

SOFT IVORY, when used with darker sidewalls, seems to raise a low ceiling—to give a room more height. This paper is delightful with sidewalls in warm tan shades; or in blue, green and rose. It's a paper that will be easy on your budget, too. Sold only in double rolls.

### IVORY CEILING

576 D 601—Shown on front of this sheet.  
Double Roll. Shipping weight 2 lbs.. **16c**

576 D 600 — WHITE CEILING. (Not shown.) Double Roll. Ship. wt. 2 lbs. **16c**

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## BLUE

MAKES a room seem much lighter and more spacious. Harmonizes beautifully with rose, yellow, peach or matching blue sidewalls. To lower a high ceilinged room, use this paper with side walls that are lighter in tone. An outstanding value at 8c a single roll. Sold only in double rolls.

### BLUE CEILING

576 D 604—Shown on front of this sheet.  
Double Roll, 16 yards long, 18 inches wide.  
Shipping weight 2 pounds..... **16c**

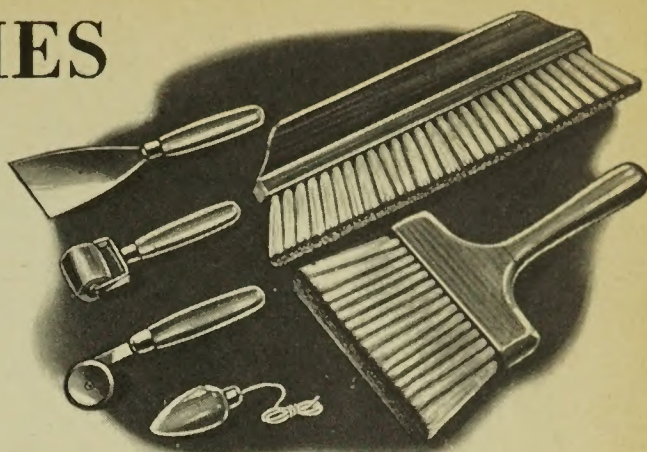
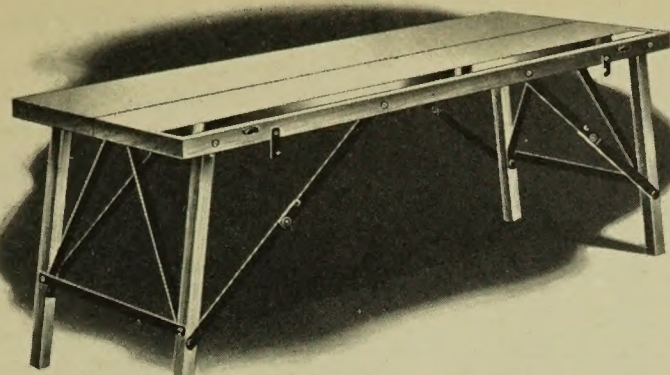
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SEE FRONT OF THIS SHEET FOR PATTERNS ABOVE





# WALLPAPER SUPPLIES



## Finest Wallpaper Paste

Each pound of powder absorbs 9 pints water. 2 pounds makes enough paste for walls and ceiling of an average room. Easy to mix—won't lump or sour paper... vermin-proof. Dries slowly enough to permit sliding paper on wall to match pattern. *Mailable*

**20c**

2 lb. Bag

75 D 895—2-lb. Bag. Ship. wt. 3 lbs. **20c**

75 D 896—5-lb. Bag. Ship. wt. 6 lbs.... **49c**

## Professional Type Folding Paste Table

You can do better work with professional equipment. Basswood top and Norway Pine legs. Steel cross-braced for extra strength. Folds flat with tool space inside. Zinc cutting strip, 3 in. wide included. Extension Board Brackets attached... form a convenient rest for straight edge. Stands rigid—non-creeping construction. 32 1/4 in. high, 22 1/4 in. wide when open. Folds to 11 1/4 inches wide. Step-by-step directions on How to Hang Wallpaper mailed free on request.

**\$595**

6-ft. Lgth.

175 D 814—6-ft. length. Ship. wt. 30 lbs. *Not Mailable* **\$5.95**

175 D 818—7-ft. length. Ship. wt. 31 lbs. *Not Mailable*... **6.50**

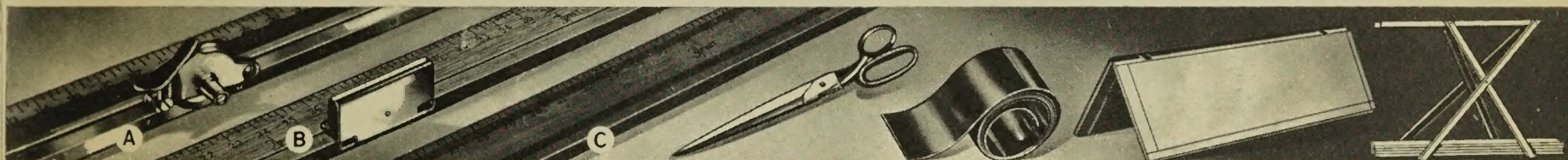
## 6-Piece Paperhanger's Outfit

The largest set and finest quality ever offered anywhere near Wards low price! Set consists of: 12-inch Smoothing Brush with 1 row of 2-inch white Tampico bristles; 6-inch Paste Brush with 2 rows of 3 1/4-inch white bristles; Wall Scraper with semi-flexible steel blade 2 1/2 by 4 1/4-in.; Maple Plumb Bob and Line; 1 1/2-inch steel Wheel Knife; 1 1/2-in. hard Maple Seam Roller. All handles are lacquered hardwood... all frames are nicked. *Mailable*.

**89c**

Complete

75 D 606—Complete Outfit. Ship. wt. 2 lb. 4 oz. **89c**



## Mechanics' Trimming Outfit

(A) 3-Piece laminated 6-foot, Straight Edge. Rust-proof steel track and edge. Nickel plated Trimmer with 2-in. Swedish tool steel blade. Zinc Strip included. *Mailable*.

475 D 800—Ship. wt. 9 lbs. **\$4.65**

Professional Outfit, (not shown) 6-ft. Brass bound 5-piece laminated Straight Edge. Rotary Cutter; 2-in. Swedish tool steel blade, Zinc Strip. *Mailable*

475 D 827—Ship. wt. 9 lbs. **\$5.95**

## Trimmer

(B) Cuts several sheets at one time. Has new simplified spring type steel wheel cutter. 60-in. grooved wood Straight Edge with zinc strip. Ship. wt. 3 lbs. *Mailable*

475 D 824—Each.... **98c**

## Straight Edge

(C) Gives a neat-er cutting job. Hard Maple... well made. Not for rotary trimmer. Marked in feet and inches. Ship. wt. 10 lbs. *Mailable*

475 D 830—6 ft. long. **\$1.29**

475 D 831—7 ft. long. **\$1.39**

## Quality Shears

Fine tool steel blades. Easy action. Malleable handles. Shipping weights 1 lb.; 14 oz.

75 D 791—12 in. long. 7 1/4-in. cut..... **95c**

75 D 790—10 in. long. 5 1/4 in. cut..... **69c**

## Zinc Cutting Strip

Insures clean edges and protects the table-top while wallpaper is being cut. Width, 3 inches. State length. Ship. wt. each 2 lbs. *Mailable*.

75 D 826—6 ft. long.... **23c**

7 ft. long **25c**

## Paste Board

Folding. Basswood, 1/2 inch thick. Can't warp. Opens to 22 1/2 in. wide... 11 1/2 in. when closed. Zinc strip. Wts. 18, 19 lbs.

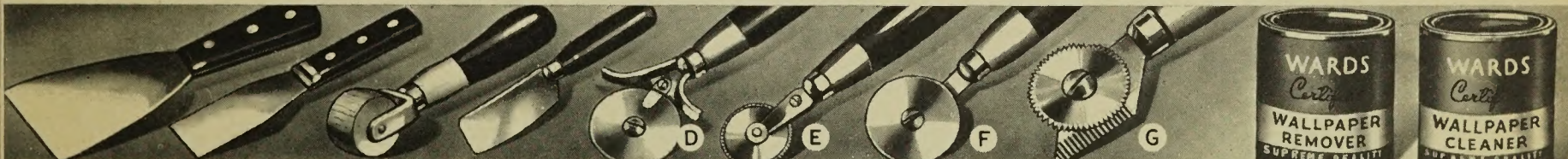
475 D 821—6 ft. *Mailable* **\$2.98**

175 D 822—7 ft. *Not Mailable* **\$3.19**

## Table Trestles

Steady wood base for paste and cutting board. Firmly braced. Adjustable 31 to 33 1/4 inch height. Shown folded and open. Folds 2 1/4 by 43 1/2 in. Easy to set up and fold away. Ship. wt. 8 lbs. *Mailable*

475 D 820—Per Pair..... **\$1.55**



## Scraper

Professional type with fine flexible steel taper groundblade, 3 in. wide, 4 in. long. Ship. wt. 7 oz.

75 D 878

Each. **35c**

## Knife

For applying putty. Flexible steel blade 1 1/4 in. by 3 3/4 inch. Bolstered handle is riveted to blade.

75 D 840

Ship. wt. 6 oz.... **18c**

## Seam Roller

Clear Maple 1-in. or 2-in. oval face roller. Eliminates all seam bulges. Shipping wts.: 6 and 7 ounces.

75 D 870

1-in. face.... **23c**

75 D 875—2-in. face... **39c**

## Trim Knife

Keen edged flexible tool steel blade, 3 1/2 by 1 3/4 inches. For trimming around doors, windows, baseboard, ceiling.

75 D 812

Each.... **23c**

## Wheel Knives—Choice of 4 Styles

(D) 75 D 806—Sharp 2-in. blade with thumb and finger guard for protection. Paste guard to keep wheel blade clean. Ship. wt. 5 ounces..... **49c**

(E) 75 D 805—Keen 1 1/2-in. saw-tooth blade for neat trimming around doors, windows, moldings. Shipping weight 5 ounces..... **39c**

(F) 75 D 810—Blade is 2 in. in diameter. Cuts a clean straight edge. Shipping weight 4 ounces. **39c**

(G) 75 D 809—Keen Saw-tooth Wheel-Trim Knife. Diameter of wheel blade is 1 1/2-in. Trim blade is 1 1/2-in. long. Ship. wt. 4 ounces..... **45c**

## Paper Remover

8 oz. mixed with 2 gals. of water, removes the wallpaper from an average room. Wt. 12 oz.; 1 lb. 4 oz.

75 D 7215

12-oz. Can. **29c**

75 D 7216

16-oz. Can. **49c**

## Cleaner

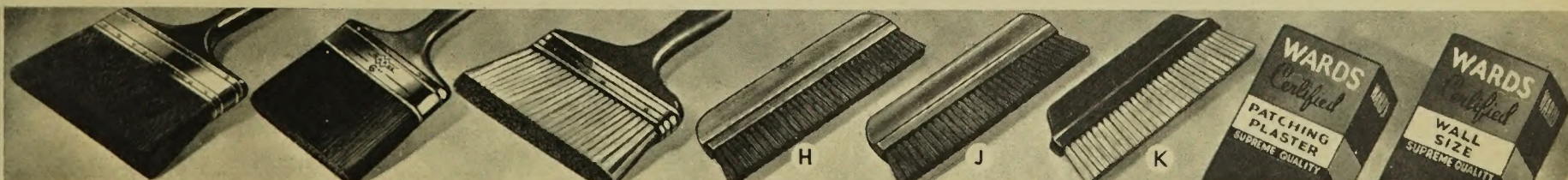
Cleans wallpaper, flat wall paint and window shades. One can cleans average room. Wts. 1 lb. 4 oz. and 3 lbs.

75 D 8991

12-oz. Can. **7c**

75 D 8991

3 cans for... **19c**



## Utility Brush

Blend of Chinese bristles, Tampico fiber and horsehair bristles, 3 1/2 in. long... set in Bakelite... can't come out. Nicked ferrule, 7 in. wide. For paste, kalsomine or cold water paint. Wt. 1 lb. 3 oz.

75 D 779.... **\$1.29**

## Pure Bristle Brush

100% pure Chinese bristles 6 in. wide, 3 1/4 in. long. Vulcanized in rubber... bristles cannot come out. Use for pasting or kalsomining. Will give satisfactory service for long time. Ship. wt. 1 lb.

75 D 958.... **\$1.00**

## Paste Brush

An exceptional value. Spreads paste evenly and smoothly. 7 in. wide. 3 rows of white fiber bristles set in hardwood handle. Ship. wt. 1 lb. 4 oz.

75 D 781.... **45c**

75 D 782—2 rows bristles, 6 in. wide. Ship. weight 1 pound.... **23c**

## Choice of Three Smoothing Brushes

(H) Wards Best Quality! Two rows finest sterilized horsehair 2-in. bristles secured with brass wire in hardwood handle.

75 D 773—10-inch. Ship. wt. 12 oz..... **79c**

75 D 774—12-inch. Ship. wt. 12 oz..... **89c**

(J) A good Brush! Two rows of sterilized black horsehair bristles, 2 in. long.

75 D 793—12-in. handle. Ship. wt. 12 oz.... **55c**

(K) For occasional use, 2 rows of clean, white Tampico fiber bristles, 2 in. long.

75 D 771—12-in. handle. Ship. wt. 12 oz.... **25c**

## Patch Plaster

Necessary for filling cracks or nail holes in plaster. Dries in 1/2 hr. Ship. wt. 3 and 6 lbs.

75 D 7935

2 1/2-lb. Pkg. .... **14c**

75 D 7936

5-lb. Pkg. .... **25c**

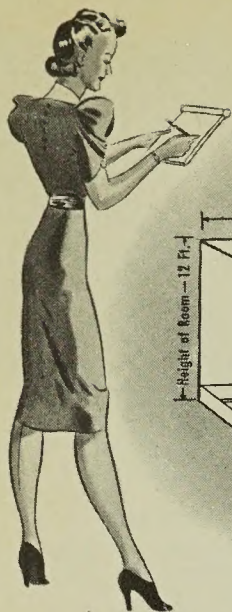
## Wall Size

Powder form. Mix with water. Quick-drying. 1 lb. makes 6 qts. size. Prevents discoloration of wallpaper. Wt. 1 lb. 8 oz.

75 D 8952

1-lb. Pkg. .... **19c**





# To figure amount of paper needed...

## For Average Size Room Use This Chart

You'll find many average size rooms already figured for you. The Chart below tells you immediately just how many rolls of sidewall and ceiling are needed; also the yards of border.

**Ordering extra rolls is not necessary!** Chart allows for matching and for ordinary waste. If you have an extra large or irregularly shaped room, or if you'd rather figure your own room than use this chart—use method given at left.

**Chart does NOT make deductions for window and door space** Be sure to make deductions for openings. If you buy double rolls—deduct one roll of sidewall for every four average size doors or windows. If you buy triple rolls—deduct one triple roll of sidewall for every six average size doors or windows.

See chart at right for your room size. If it is not listed, use formula below to figure amount of sidewall paper needed for your room.

## It's Easy to Figure Extra Large or Irregularly Shaped Rooms

Here is an example of an extra large room measured by a simple method. Use this method for your room—substituting actual figures for height, width and length—you'll find it easy to order. This allows for matching and average waste.

### TO DETERMINE AMOUNT OF SIDEWALL PAPER NEEDED

- Measure the distance in feet around room.  
EXAMPLE:  $21 + 21 + 17 + 17 = 76$  ft. (around room).
- Multiply this number by the height of the wall to get total sq. ft. of wall space (openings not deducted). EXAMPLE:  $76 \times 12 = 912$  total sq. ft.

### TO DEDUCT FOR OPENINGS IN THE ROOM

- (Including doors, windows, mantels, built-in bookcases, cupboards, etc.)
- Multiply height of opening by width of opening to get sq. ft. in opening. (Be sure to include woodwork around doors and windows in measuring.)  
EXAMPLE:  $5$  ft. height  $\times 3$  ft. width  $\times 3$  (windows) =  $45$  sq. ft. of window space.  $8$  ft. height  $\times 4$  ft. width =  $32$  sq. ft. of door space.
- Add sq. ft. of all openings together. EXAMPLE:  $45 + 32 = 77$  sq. ft.
- Subtract total sq. ft. of openings from total sq. ft. of room to get sq. ft. to be papered. EXAMPLE:  $912 - 77 = 835$  sq. ft. to be papered.
- If you are ordering 18 inch paper, divide total sq. ft. to be papered by 60 (number of sq. ft. in one double roll) to get number of double rolls of sidewall needed. EXAMPLE:  $835 \div 60 = 14$  Double Rolls of Sidewall needed.
- If you are ordering  $27\frac{1}{2}$ -inch paper, divide total sq. ft. to be papered by 90 (number of sq. ft. in one triple roll) to get number of triple rolls of sidewall needed. EXAMPLE:  $835 \div 90 = 10$  Triple Rolls needed.

### TO DETERMINE AMOUNT OF CEILING PAPER NEEDED

- Multiply length of Ceiling by width to get sq. ft. EXAMPLE:  $17 \times 21 = 357$  sq. ft. to be papered.
- Divide sq. ft. of ceiling by 60 to get number of double rolls needed. EXAMPLE:  $357 \div 60 = 6$  Double Rolls.

### TO DETERMINE AMOUNT OF WALL OILCLOTH NEEDED

Use method above to find sq. ft. of wall space to be papered. (Be sure to deduct for openings—see above.) Divide this answer by 10 (number of sq. ft. in one yard of 48 in. wall oilcloth) to get the number of yards needed.

### IMPORTANT ORDERING INFORMATION

When ordering, use enclosed order blank. State pattern number printed on BACK of sample. When re-ordering paper to match, if possible enclose sample torn from end of roll showing pattern number. Sidewall comes in double or triple rolls only. Ceiling comes in double rolls only.

## TO FIGURE AMOUNT OF POSTAGE NEEDED

Figure total Shipping Weight of your order. From chart at right see what it costs to ship that weight to your zone (to find zone you live in see postal zone map in General Catalog or ask postman). Add this amount to your remittance. If you send too much, we will refund every cent not required. Packages weighing 8 oz. or less may be mailed anywhere in the United States for  $1\frac{1}{2}$ c for each 2 oz. or less. Packages weighing more than 8 oz. go according to pound rate (see chart at right). The Post Office counts any part of a pound as the next full pound.

Packages weighing not more than 70 lbs. and measuring not more than 100 inches (length plus girth at widest point, combined) may be mailed to all zones. For Complete Parcel Post, Freight and Express rates, see Wards General Catalog. How to Send Money: Enclose with your order a personal check, money order or bank draft. When sending cash, for your protection, it is better to have your letter registered.

Size of Room in Feet	Rolls of Sidewall Necessary According to Height of Room						Yds. of Border	Double Rolls Ceiling
	Double Rolls (18-in. wide, 16-yds. long)			Triple Rolls (30-in. wide, 15-yds. long)				
	8-Ft. High	9-Ft. High	10-Ft. High	8-Ft. High	9-Ft. High	10-Ft. High		
8 by 8	4	5	5	3	4	4	12	1
8 by 10	5	5	6	4	4	4	14	2
8 by 12	5	6	6	4	4	4	15	2
8 by 14	6	6	7	4	4	5	16	2
9 by 10	5	5	6	4	4	4	14	2
9 by 12	5	6	7	4	4	5	16	2
9 by 14	6	7	7	4	5	5	17	2
9 by 16	6	7	8	4	5	6	18	3
10 by 10	5	6	6	4	4	4	15	2
10 by 12	6	6	7	4	4	5	16	2
10 by 14	6	7	8	4	5	6	18	3
10 by 16	7	7	8	5	5	6	19	3
12 by 12	6	7	8	4	5	6	18	3
12 by 14	7	7	8	5	5	6	19	3
12 by 16	7	8	9	5	6	6	21	4
12 by 18	8	9	9	6	6	6	22	4
13 by 13	7	7	8	5	5	6	19	3
13 by 14	7	8	8	5	6	6	20	3
13 by 15	7	8	9	5	6	6	21	4
13 by 16	7	8	9	5	6	6	21	4
13 by 18	8	9	10	6	6	7	22	4
14 by 14	7	8	9	5	6	6	20	4
14 by 15	7	8	9	5	6	6	21	4
14 by 16	8	9	10	6	6	7	22	4
14 by 18	8	9	10	6	6	7	23	4
15 by 15	8	9	10	6	6	7	22	4
15 by 16	8	9	10	6	6	7	22	4
15 by 18	8	9	10	6	6	7	24	5
15 by 20	9	10	11	6	7	8	25	5

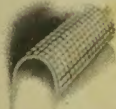
Shipping Weight	Local Zone	Zones 1 and 2 Not over 150 Miles	Zone 3 151 to 300 Miles	Zone 4 301 to 600 Miles	Zone 5 601 to 1000 Miles
1 Lb.	7c	8c	9c	10c	11c
2 Lbs.	8c	10c	11c	14c	17c
3 Lbs.	8c	11c	13c	17c	22c
4 Lbs.	9c	12c	15c	21c	27c
5 Lbs.	9c	13c	17c	24c	33c
7 Lbs.	10c	15c	21c	31c	43c
10 Lbs.	12c	18c	27c	42c	59c
15 Lbs.	14c	24c	37c	59c	86c
20 Lbs.	17c	29c	47c	77c	\$1.12
30 Lbs.	22c	40c	67c	\$1.12	1.65
40 Lbs.	27c	51c	87c	1.47	2.18
50 Lbs.	32c	62c	\$1.07	1.82	2.71





## GENUINE WALL OILCLOTH

**GIVES LONGER WEAR THAN ANY WALL COVERING**



Showing  
Canvas Back

Yes, it's real oilcloth, like you use on your pantry shelves or your kitchen table—the only difference is that wall oilcloth is heavier, better made and longer lasting. It has the same stout canvas back—the same year-in-year-out wearing qualities. Wall oilcloth fills a very real need for kitchen, bathroom—any walls that are apt to be spotted or roughly treated, because it may be washed repeatedly, and because it doesn't scuff, tear or mar easily. You'll be amazed at the way it protects your walls, helping to prevent plaster cracks. And it saves you money because it wears twice as long as other wall-coverings.

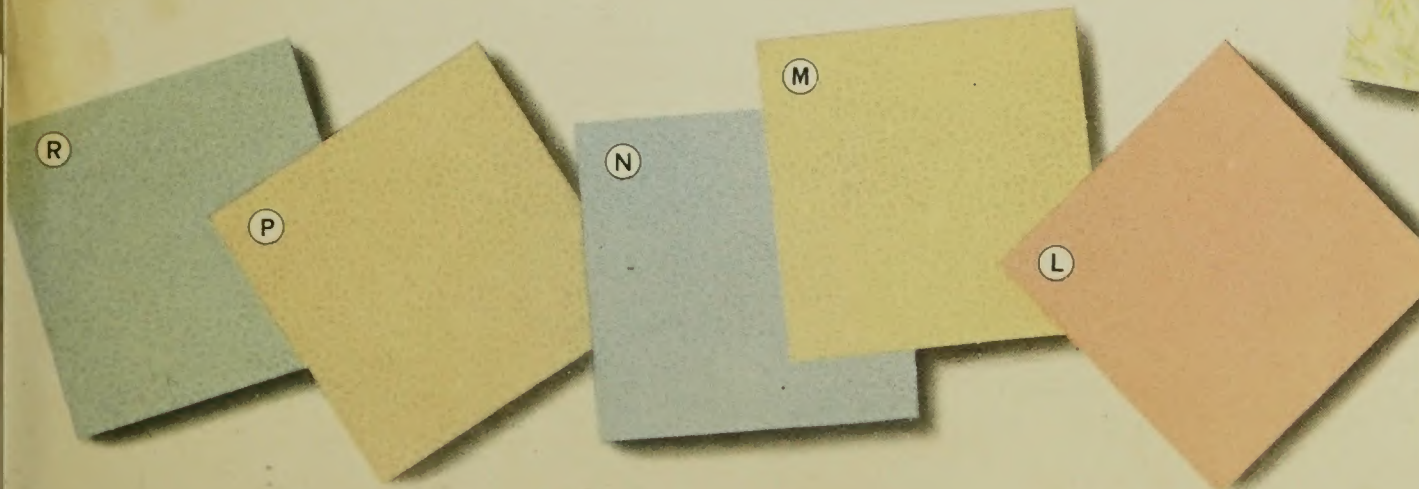
**43c**

Per Yard

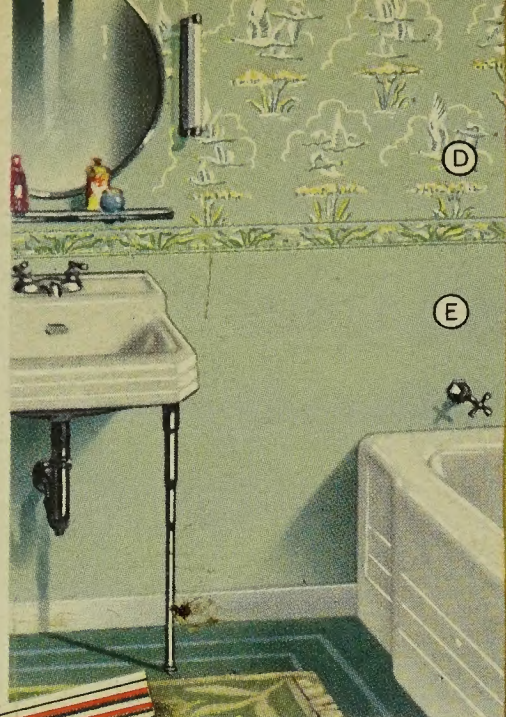
It's not only practical — it's attractive as well. You'll find here, smart patterns for bathroom, kitchen, children's room, playroom and living room in a wide variety of gay colors that are fully fadeproof. Be sure to use extra heavy paste when hanging wall oilcloth. You may buy wall oilcloth by the yard or by the roll. A roll is 12 yards long, 48 inches wide—the extra width means it may be hung with fewer seams. Each pattern has a smart harmonizing border. Wainscoting is 4 feet high, and should be hung horizontally. All wainscoting has a border at both top and bottom. Ship. wt. Sidewall per yard, 1 lb. 5 oz.; Sidewall per 12 yard roll, 17 pounds. Ship. wt. per yard of border, 1 ounce.

(A) 576 D 9001—Sidewall. Glazed finish. Per yd. 43c  
Per Roll...\$4.50; 576 D 9101—1¾-in. Border. Yd. .9c  
(B) 576 D 9000—Wainscoting. Glazed finish.  
Per Yard...43c Per Roll...\$4.50  
(C) 576 D 9003—Sidewall. Glazed finish. Per yd. .43c  
Per Roll...\$4.50; 576 D 9103—1½-in. Border. Yd. 9c  
(D) 576 D 9002—Wainscoting. Glazed finish.  
Per Yard...43c Per Roll...\$4.50  
(E) 576 D 9005—Sidewall. Dull finish. Per Yd. .43c  
Per Roll...\$4.50; 576 D 9105—1¾-in. Border. Yd. 9c  
(F) 576 D 9004—Wainscoting. Glazed finish.  
Per Yard...43c Per Roll...\$4.50  
(G) 576 D 9009—Sidewall. Dull finish. Per Yd. .43c  
Per Roll...\$4.50; 576 D 9109—1¾-in. Border. Yd. 9c

(H) 576 D 9007—Sidewall. Glazed finish. Per yd. .43c  
Per Roll...\$4.50; 576 D 9107—1¾-in. Border. Yd. 9c  
(J) 576 D 9008—Sidewall. Glazed finish. Per Yd. 43c  
Per Roll...\$4.50; 576 D 9108—1½-in. Border. Yd. 9c  
(K) 576 D 9006—Sidewall. Dull finish. Per yard. .43c  
Per Roll...\$4.50; 576 D 9106—1¾-in. Border. Yd. 9c  
**Plain Color Oilcloth for Sidewalls or Ceilings**  
All have dull, embossed finish, except 576 D 9050 which has a glazed finish.  
(L) 576 D 9052—Peach (M) 576 D 9054—Cream  
(N) 576 D 9055—Blue (P) 576 D 9053—Ivory  
(R) 576 D 9056—Green 576D9051—White.(Notshown).  
576 D 9050—White. Glazed finish (Not shown)  
Price per yard. .43c; Price per roll. . . . . \$4.50

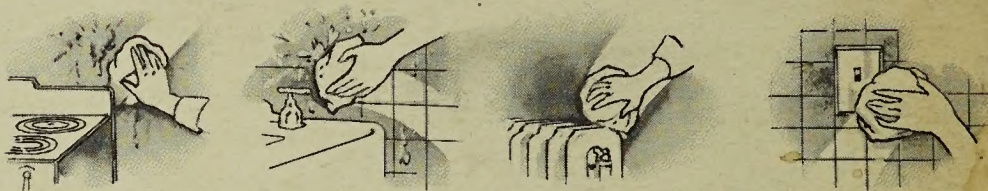






## SCRUBBABLE WALLPAPER

YOU CAN SCRUB IT LIKE TILE



**40c**

Single Roll

No more grease spots around the stove! No more water spots around the bowl! No more soot smudges above the radiators! No more finger marks around light switches! With scrubbable wallpaper on your walls, these disfiguring marks are no problem at all—you can actually scrub them away, and keep all your walls spotlessly clean. Because this new wallpaper is an oil-painted surface fused onto heavy paper, you can give it the same vigorous soap-and-hot water scrubbing you'd give a painted wall or tiling. Actual Laboratory Tests prove Scrubbable Wallpaper is 100 times more washable than ordinary "washable wallpaper" now on the market. Scrubbable Wallpaper is not only practical, but it will beautify any room in your home. It looks like the very finest wallpaper—has a rich depth of coloring—comes in the smartest of 1940 patterns. You'll find it less expensive over a period of years than ordinary wallpaper, because it stays clean and fresh longer—which means your walls need to be repapered much less frequently. This same quality sells in Interior Decorating Shops for as much as \$1.50 per single roll. For the most satisfactory results, be sure to use wallpaper paste when hanging Scrubbable Wallpaper. Sidewall is sold only in Double Rolls, 16 yards long, 18 inches wide. Ship. wt. per double roll 2 lbs., 8 oz. Border is sold only by the yard. Ship. wt. per yard 1 ounce.

- (A) 576 D 7030—Sidewall. Per Double Roll.....80c
- (B) 576 D 7017—Sidewall. With black scoring. Per Double Roll.....80c
- 576 D 7130—Border. Matches A and B. 2 1/4 in. wide Yd.....6c
- (C) 576 D 7018—Sidewall. Per Double Roll.....80c
- (D) 576 D 7015—Sidewall. Per Double Roll.....80c
- 576 D 7115—Border. 2 1/2 inches wide. Per Yard 6c
- (E) 576 D 7022—Sidewall. Plain Green. Per Double Roll.....80c
- (F) 576 D 7016—Sidewall. With red scoring. Per Double Roll.....80c
- 576 D 7130—Border. 2 1/4 inches wide. Per Yard 6c

- (G) 576 D 7032—Sidewall. Per Double Roll.....80c
- 576 D 7132—Border. 2 1/4 inches wide. Per Yard 6c
- (H) 576 D 7031—Sidewall. Per Double Roll.....80c
- 576 D 7131—Border. 2 1/4 inches wide. Per Yard 6c
- (J) 576 D 7033—Sidewall. Per Double Roll.....80c
- 576 D 7133—Border. 2 1/4 inches wide. Per Yard 6c

### Plain Colors for Sidewall or Ceiling.

- (K) 576 D 7023—Peach. Per Double Roll.....80c
- (L) 576 D 7020—Blue. Per Double Roll.....80c
- (M) 576 D 7021—Cream. Per Double Roll.....80c
- (E) 576 D 7022—Green. Per Double Roll.....80c
- 576 D 7024—White. (Not Shown) Per Double Roll.....80c

